

Following a senior-level career in marketing for the automotive and telecoms sectors, today Jeff Dodds is the Chief Operating Officer at Virgin Media O2.

Last year he was part of the team that completed the record-breaking £32 billion merger between Virgin Media and O2 – a feat led remotely during lockdown, which prompted Jeff to acknowledge that life's biggest challenges often provide the biggest opportunities.

Looking back on his own education, Jeff recalls doing okay at school but getting more enjoyment from playing sport and making friends than from his academic studies. After completing his A-levels, he delayed the decision to go to university in favour of earning money;