

# Ade Rawcliffe Appointed ITV Chief People Officer

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Ade Rawcliffe has been named ITV Chief People Officer effective from January 2025. Ade is currently the company's Group Director of Diversity and Inclusion and has sat on the Management Board since 2020.

Current Chief People Officer David Osborn is to leave ITV in Spring 2025 and will work with Ade to hand over responsibilities over the coming months.

As Chief People Officer, Ade will take responsibility for the Group Human Resources and Global Risk Operations teams, including Duty of Care, in addition to her DE&I responsibilities.

Ade has over 20 years' experience of working in the television industry, having started her career in production across the independent sector and at the BBC, her career includes a ten year stint leading the Creative Diversity team at

Channel 4. Ade then joined ITV in September 2017 as the Head of Diversity Commissioning reporting to Kevin Lygo, she was subsequently promoted to Director of Creative Diversity working across the M&E and Studios divisions.

Ade has led the development of ITV's £80 million Diversity Commissioning Fund, created almost 200 opportunities through Step Up 60, launched new inclusive internal talent development initiatives like ITV's leadership programme Amplify and DE&I training and development for colleagues.

Carolyn Mccall, ITV CEO said: "Ade will be a great success in her new expanded role. She has a background in both production and commissioning and considerable experience of leading change as well as management and leadership development. I'm sure she will successfully lead and develop our people teams.

"David Osborn leaves with all of our good wishes for everything he has done for ITV. He has made the most enormous contribution to the company and we owe him huge thanks."

Ade Rawcliffe said: "I am delighted to be appointed Chief People Officer at ITV and to be working with the brilliant HR team, supporting our people across the whole of ITV.

"I'm looking forward to building on the great work we have done in learning and development and our industry leading Duty of Care policies and processes.

"I will drive more progress on Diversity, Equity and Inclusion and continue to ensure that ITV is a great place to work for everyone."

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