

VERNA RHODES

Job title

Director, Engagement & Enterprise

Email

verna.rhodes@cass.ac.uk



PROFILE

Verna joined Central in 2013 and is currently responsible for leading on strategic developments, the income generation portfolio and partnerships. Verna has leadership and oversight of marketing, communications, student recruitment, access and participation, development and alumni relations.

Verna has worked in higher education since 2001, formerly at the University of Greenwich, where she was responsible for leading on multiple projects for widening access and participation. Prior to working in higher education, Verna held events planning and commercial positions in the private sector. Both areas of expertise are combined in her role at Central.

Verna has an MA in English: Literary London, is a Fellow of the Royal Society of Arts and is a Freeman of the City of London.