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EMILY SHELLEY

As the leader of one of the largest photo libraries in the world, which partners with more than 700 content agencies, I can bring to this position in-depth knowledge of the industry, its concerns and its ambitions for the future. I have connections across the world among fellow and potential Copic members, technology partners, media and adjacent businesses, and can use these to support the future of the organisation.

Having recently worked alongside CEPIC as part of lobbying efforts around AI, I have seen its importance and efficacy first-hand and believe this is something I can only strengthen and sustain as President.

Prior to my current position as Managing Director of Alamy, I worked as the leader of a creative marketing agency, and before that, I had many roles in media and publishing at PA Media Group; throughout I was a customer of many Copic members. The insight gained from being a picture buyer has served me well at Alamy and is one I can also bring to the President position.

Beyond my roles within and around the industry, I can also bring years of board experience gained among high-profile media executives, which has required influence and diplomacy to enable decision-making.

I am a pragmatic and passionate voice on the boards I participate in, using data and narrative to build shared visions of the future.

As Executive Director of Alamy's parent company PA Media Group, I have shared oversight of a global organisation employing 1,500 people. I have direct responsibility for all marketing and communications within the Group, including events, and for employee engagement. Within this, I am an ambassador for our EDI initiatives and successfully negotiated substantial resources to employ a dedicated team to further our progress. I am passionate about the continued need for an EDI focus within our industry, especially now that AI has thrown a spotlight on the inherent bias in many of our own collections.

Given that the Congress is the mainstay of Copic, it is worth mentioning that I am a regular and hopefully popular public speaker, having given talks and chaired panels and debates at The Festival of Marketing, Marketing Week Live, at Minds, at EANA and at the World News Agencies Congress.

I have support from my board to pursue this role and to devote sufficient time to it to ensure success.