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University of Wales
Trinity Saint David
BIRMINGHAM

Momentum Matters: How to Navigate and Thrive in an Uneven Playing Field

Helen Cuthill
CEO, The Smallpeice Trust

Thursday 6th November
2025

LR17 / Louisa House
1:00pm to 2:00pm



Helen Cuthill is a strategic communications and organisational development professional who has been leading transformational change at the Smallpeice Trust since January 2024. She authored the Trust's new 5yr strategy, oversaw its refreshed brand and website, and has driven significant internal improvements to strengthen the organisation behind the scenes. With a passion for clarity, creativity, and collaboration, Helen combines strategic vision with hands-on delivery to help organisations thrive inside and out.

Helen was the Associate Dean (Enterprise and Commercial) within the Arts and Humanities Faculty at Coventry University. Her role was to enhance the University's academic engagement with business, public and voluntary organisations to create social, cultural and economic impact locally, nationally and internationally.

Helen's expertise was initially developed through project work within creative publishing companies and the West Midlands Regional Development Agency before joining KPMG. While at KPMG, she developed her skills as a 'fixer' working on a range of projects as diverse as BBC reviews to Healthcare redesigns which spanned across Europe, Middle East, North America and Australasia.

The Strategic Conversation series explores groundbreaking research and innovative ideas from leading experts and is expected to support both staff and students with insights into academia, business and emerging workplace trends.