



Grow in Kent announces former Warner Bros. Discovery Executive Vice President, Sarah Roots, as Non-Executive Chair

Grow in Kent, the team responsible for delivering both Visit Kent and Invest Kent, has announced the appointment of its new Non-Executive Chair, Sarah Roots, who will provide strategic leadership for the newly integrated service.

Sarah is a huge supporter of her home county and feels passionate about the opportunities such a wonderful and diverse county can offer to its tourism visitors and business investors. She brings with her decades of experience in global business development and tourism. She was most recently leading the growth of Warner Bros. Discovery Worldwide Studio Tours and Retail Experiences business, including the development and launch of the UK's leading Visitor Attraction, Warner Bros. Studio Tour London - The Making of Harry Potter. Previous career highlights include Executive Board Director at the Royal Museums Greenwich and senior leadership roles within the National Trust, including a number of years working with the Kent and South East properties. Sarah has also sat on governance boards including the Association of Leading Visitor Attractions and Leeds Castle Foundation.

Utilising this wealth of experience, Sarah will help steer and shape ambitions for Grow in Kent, setting the vision for a bold, integrated strategy that strengthens Kent and Medway's visitor economy while positioning the region as a compelling and attractive destination for investors.

Sarah took Warner Bros. Studio Tour London – The Making of Harry Potter from conception to one of the country's most visited paid attractions, building a track record of commercial growth, brand development and large-scale visitor experience delivery. Her earlier leadership roles at Royal Museums Greenwich and the National Trust give her a grounding in heritage, culture and place-based tourism that complements her commercial and marketing expertise. Sarah has been working in the visitor tourism sector for over 30 years and brings a mix of commercial, heritage, and non-executive board roles that will help shape Kent's ambitions for growth.

This combination of sector-leading commercial delivery alongside board-level, strategic oversight, highlights Sarah's wealth of experience to be able to provide high-level support to the Grow in Kent team, including through a new Grow in Kent Partner Group, ensuring strong governance while championing Kent and Medway's growth ambitions. In addition, Sarah's profile at national level will make her an excellent advocate and voice for the county, placing Kent on the map as a leading destination to live, visit, grow and invest.

Sarah Roots, Non-Executive Chair for Grow in Kent, said: "I am delighted to be joining the newly established Grow in Kent team at such an exciting time, and I look forward to drawing on

my experience in leading and growing strong businesses to help shape the strategy and vision for Visit Kent and Invest Kent.

“Whilst my career has taken me all around the world, I was born and raised in Kent. I am a passionate supporter of this diverse county, and this very special corner of the UK has always remained my home. I cannot wait to support the team as they share Kent's story with the world, showcasing its exceptional landscapes, excellent connectivity, thriving businesses, numerous investment opportunities and world-class visitor offer.”

David Wimble, KCC Cabinet Member for Economic Development and Special

Projects, said: “We are thrilled to welcome Sarah to the Grow in Kent service. With her years of leadership experience, which have included roles at some of the most recognised businesses in the UK and around the world, Sarah will be a real asset to both the Grow in Kent team and Kent’s businesses.

“Sarah's strategic eye and strengths in marketing, operational growth, commercial acumen and knowledge of world-class visitor experience delivery, will help us to strengthen Kent and Medway's visitor economy and inward investment offer. Not only this, her significant experience will help us to champion the region, raising its profile at a national and international level.”

Cllr Harinder Mahil, Medway Council's Portfolio Holder for Economic and Social

Regeneration and Inward Investment said: “Sarah’s appointment is an important milestone for Grow in Kent, and as such is a positive boost for everyone in Kent and Medway. Her experience in business will be invaluable to promoting everything that’s good about the county, but her personal connection to the area is just as important, as it means her leadership will be driven by passion as much as skill. I hope everyone involved is inspired by Sarah’s influence and I look forward to seeing the fruits of Grow in Kent’s future work.”

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About Grow in Kent

The Grow in Kent service is responsible for delivering Visit Kent and Invest Kent, supporting visitor economy and inward investment in Kent and Medway

Grow in Kent is part of Kent County Council’s Economic Development Team, and is supported by Medway Council.

For further information visit www.visitkent.co.uk or www.investkent.co.uk