



## **Gemma Gray**

### **Director of Marketing & Admissions**

#### **Fettes College**

Gemma Gray is Director of Marketing & Admissions and a member of the Senior Management Team at Fettes College, Edinburgh, one of the UK's leading co-educational boarding schools. Starting at Saatchi & Saatchi London, Gemma has over 20 years' experience in advertising and marketing including major national and international campaigns for high-profile brands such as Johnson & Johnson, VisitScotland and Danone.

For the last 14 years Gemma has worked at Fettes College promoting their full-boarding ethos, all-round education, wealth of co-curricular opportunities and exceptional community spirit embracing the advancements in digital communication and social media along the way. Gemma champions a 'customer-focussed' approach to admissions and marketing ensuring that prospective families receive relevant, concise, informative and engaging communications that answer the questions that matter to them. Gemma is passionate about promoting the benefits of independent education in Scotland and widening access to it. When not at work, Gemma can be found walking in the great Scottish outdoors with her husband, daughter and faithful whippet.

