

Plenary two: Tuesday 6 October - Practical

Facilitator



Sarah Caughey, Head of Policy; Chartered Trading Standards Institute

Sarah Caughey joined the Chartered Trading Standards Institute in 2019. Sarah has background in legal studies and qualified as a solicitor prior to joining the trading standards profession.

Sarah underwent her DCATS training and was an Inspector with the Trading Standards Service Northern Ireland from 2012 to 2019.

Her particular areas of interest include estate agency law, the private rented sector and unfair terms legislation. Prior to moving to CTSI, Sarah worked in the TSSNI EU Exit Team where she examined the potential impacts, risks and opportunities of exiting the EU from an operational perspective, in order to ensure preparedness and ongoing service delivery for the consumers and businesses of Northern Ireland. Sarah has also served as CTSI Northern Ireland Branch Chair and Council Representative.

Sarah lives in Northern Ireland with her husband Colin and enjoys walking on the beach that is right on her doorstep! She is an active member in her community, organising fundraising events and founding a book club. For over 10 years, Sarah has also served on the Board of Charities which support young women's leadership, faith and human rights.

Panel speaker



Elisabeth Costa, Senior Director of Policy and Partnerships; Behavioural Insights Team

Elisabeth previously covered the portfolio of consumer markets, energy and sustainability, financial decision-making, economic growth and encouraging businesses to be more productive, as well as more diverse and inclusive.

Panel speaker



John Abbott, Chief Business Officer; Yoti

Yoti is a global technology company on a mission to become the world's trusted identity platform. Yoti's free digital identity app, with over 5 million downloads, combines world leading biometrics and AI with government-issued documents to create a secure and private digital wallet in a matter of minutes.

Founded in 2014, Yoti is now over 300 people strong, headquartered in London and with operations in the US, Canada, India, Australia and New Zealand.

John is responsible for ensuring Yoti operates at global scale, so Yoti users have an attractive and useful network of all types of businesses, charities and governments to securely interact with. A key part of this is bringing to life real-world scenarios where private and consent-based digital identities, can ethically transform operations, disrupt costs and empower individuals.

Panel speaker



Katie Lips, Head of Digital & Scams Policy; Which?

Katie is Head of Digital and Scams Policy at Which? where she leads a team of policy advisers and leads cross organisational work on Digital Life and Scams.

Before joining Which? Katie led a global Artificial Intelligence innovation programme for professional services firm EY. Previously Katie consulted for organisations such as Ogilvy, Aimia and Boston Consulting Group; championing the voice of the consumer in digital product and service design; and brings both big business and startup experience to digital policy.

Katie has a deep interest in scams, and in both the cybersecurity innovations and policy interventions that can protect consumers.

Panel speaker



David Dorrell, Director of Data Science; Competition and Markets Authority

David joined the CMA in February 2019 to help set up the Data, Technology and Analytics (DaTA) Unit. The DaTA Unit plays an important role in the CMA's work in digital markets. We provide cutting edge data science capabilities and digital knowledge that we are bringing to bear on a wide variety of cases across consumer protection, antitrust and mergers.

Prior to the CMA, David worked for a variety of public and private sector organisations including Deloitte, the Ministry of Justice and the National Audit Office. David's academic and work background is in statistics with a focus on predictive modelling.