



Susan Hornby - Member of the Constellation Trust

Susan studied Hotel Management at the University of Huddersfield and later took a Postgraduate Diploma in Marketing at the University of West London.

Susan's career began in the hotel industry working for Thistle Hotels in London and then a period working for Small Luxury Hotels of the World at home and abroad. In 1992 Susan joined Royal Holloway, University of London, as Marketing Manager responsible for the non-academic commercial side of the organisation. During this 5-year period she was awarded a one-year sabbatical to undertake voluntary work in Addis Ababa Ethiopia.

In 1997 Susan joined the University of Lincoln to head up its marketing, alumni and graduation functions, initially based in Hull and then across the two campuses at Hull and Lincoln. Susan was a Governor and then Deputy Chair of Governors at Swanland Education (Multi Academy) Trust for over 13 years, including the period when Swanland School gained academy status. As an outstanding school with 420 pupils, the task of maintaining this rating was challenging and was tested when the Head of School retired after 25 years and a new head was appointed.

In the year 1999 Hull gained lottery funding to build The Deep, and sought a marketing professional with academic and tourism experience to head up the commercial and public face of the project. Susan's experience in the hotel and university industry fitted this remit and in September 2000 she joined The Deep as Marketing Director. Two years later this conservation and education charity opened its doors to the public and enjoyed overwhelming media attention resulting in visitor numbers over 850,000. A trip to Buckingham Palace followed The Deep's award for the best marketing campaign. Since opening in 2002, The Deep has welcomed more than 6m visitors through its doors, having proven itself as the most successful Millennium Commission lottery-funded project in the country.

In 2005 Susan moved to head up the education side at The Deep, driving up standards, attracting more learners and creating a science outreach programme. During these years she has also fundraised over £1m for the organisation.