

Winner// DAVID GORDON, GSK

This award celebrates a Senior Leader who has openly led the conversation about their mental wellbeing in the workplace.

David Gordon, Senior Vice President and Global Head of Tax at GSK since 2017, has redefined what it means to lead with empathy and authenticity. With over 15 years of experience in UK and international M&A at KPMG, David brought deep expertise to GSK – but it is his commitment to wellbeing that has transformed the Finance function. By openly sharing his experiences with anxiety and prioritising mental health at every level, David has modelled how senior leaders can drive cultural change and make wellbeing a strategic priority.

Transforming Leadership Through Wellbeing

Recognising that lasting impact must start at the top, David championed the integration of mental health into everyday leadership. He encouraged senior colleagues to share their experiences, fostering openness, empathy, and psychological safety. Under his guidance, the Finance

David's inspirational leadership in Wellbeing has been transformational. He has been instrumental in removing the stigma around mental health.

Wellbeing Champions network was established to raise awareness, provide peer support, and equip teams to recognise signs of distress.

David introduced initiatives spanning the full spectrum of wellbeing: global training with wellness educators, "Mental Health Matters" events, physical wellbeing activities – including a visit from Joe Wicks – and annual World Mental Health Day campaigns. By connecting mental and physical health, he created a holistic approach that resonates across teams and geographies. Through podcasts, newsletters, and events, David



David has modelled how senior leaders can drive cultural change

ensures wellbeing remains visible, actionable, and embedded in the company culture.

Real Impact and Influence

David's leadership has driven measurable results. Since taking responsibility for wellbeing in Finance, the department moved from one of the lowest survey scores to one of the highest, becoming a benchmark across GSK. Employees consistently highlight his authenticity and courage: "David's inspirational leadership in Wellbeing has been transformational." He has been instrumental in removing the stigma around mental health,

encouraging open dialogues, and sharing his own vulnerabilities.

Through his authenticity, vision, and relentless focus on people, David Gordon has not only inspired change – he has delivered it. He demonstrates that leadership rooted in empathy and openness creates lasting impact, transforming workplaces and lives across the globe. ■

Judges' comments

- + A powerful example of compassionate leadership.
- + Demonstrates how visible, empathetic leadership can drive cultural change.

SHORTLISTED

- Bhawin Patel, Accenture
- Gethin Nadin, Benifex