

Aura Leadership Team

Greg Lawson, Managing Director, Aura:

With over 35 years of experience and an insatiable appetite to make a difference, Greg has provided consultancy services to shape the global packaging strategies of brands and retailers including Amazon, Walmart, Mondelez, M&S, ALDI, Tesco, Next, Kingfisher, Sainsbury's, Carrefour and Target. Greg is a visionary within the packaging arena best known for his work across omni-channel organizations and the development of strategies and technology to drive the sustainability agenda.

Gillian Garside-Wight, Consulting Director, Aura:

Gill leads our consulting offer, with over 20 years' experience in the packaging industry, strategically developing packaging strategies, roadmaps and packaging solutions to meet the needs of clients, consumers and the planet. She has worked with many global retailers and household brands on projects spanning sustainability and innovation to supply chain optimisation. With a real passion for sustainability, her quest is to educate, influence and drive a circular economy wherever possible while complementing creativity, technical functionality and commercial realities.

Sarah Kroon, Operations Director, Aura:

With over 15 years' experience working in the retail packaging industry, Sarah leads our Operations team. Sarah has worked with many global and international retailers, is adept at delivering strong project and programme management, facilitating change, and high-level stakeholder engagement. She is infectious positive, passionate about people, particularly building strong partnerships to help clients achieve their business sustainability objectives

Harriet Young, Marketing Director, Aura:

A professional leader with 25 years creative and marketing experience in retail and product sectors. A strategic and commercial thinker with a proven track record for leading major global strategic initiatives. Harriet is invested in driving a culture of innovation and fostering service excellence, pioneering the right choices for our team, clients, and our planet. She has a keen eye for identifying talent and enjoys developing highly effective teams and coaching others to capitalise on their individual skills to achieve their career goals.



Albion Mills, Albion Road
Greengates, Bradford
Yorkshire BD10 9TQ
t +44 (0)1274 200 700
w: aura-consultants.com

Registered in England No. 873405. A Sun Chemical Company