

# Lighterlife Appoints New CEO And Sales And Marketing Director



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LighterLife, the weight loss and weight management programme for those who are one stone or more overweight, has announced that Sara Jamison is to be the company's new Chief Executive Officer.

Sara originally joined LighterLife in January 2007 as the Sales and Marketing Director. Throughout her time at LighterLife, Sara has succeeded in gaining a strong understanding of the business and an appreciation of the challenges that LighterLife clients face when trying to [lose weight](#). Sara's varied experience includes previous senior roles as Brand Communications Director at Virgin Cosmetics and Marketing Director for Iceland.

Commenting on her appointment, Sara said: "I have been privileged to work closely with our extensive counsellor base over the last two and a half years and I am always delighted to hear how LighterLife makes a positive impact on our client's lives.

"As CEO, I am looking forward to the challenges ahead and driving the business forward so that we can continue helping as many people as possible change their lives for the better", she continued.

In addition to Sara Jamison's appointment, LighterLife has also selected Sue Dover as Sales and Marketing Director. Sue brings a wealth of sales and marketing experience and has previously held

positions as Marketing Director for The Body Shop, La Senza and, most recently, Chief Operating Officer for Umberto Giannini.

Sue commented: "LighterLife is an inspirational business and I am looking forward to joining the team and building on the good work and success that Sara has achieved in this role."

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### **About**

### **LighterLife:**

Founded in 1996, the LighterLife Programme was developed by three of its directors - Jackie Cox, Bar Hewlett and Rebecca Hunter. LighterLife is a weight-loss and weight-management programme for people who are one stone or more overweight and with a [BMI](#) of 25 or above. LighterLife has helped over 150,000 people [lose weight fast](#) with LighterLife since 1996.

The unique LighterLife approach offers programmes specific to the obese and the overweight in the form of nutritionally complete soups, shakes and bars combined with specialised counselling using cognitive behavioural therapy (CBT) and transactional analysis (TA) techniques. Clients benefit not only from rapid, [safe weight loss](#) but they also learn the behavioural changes needed to sustain it.

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