



Eleanor Mills

ENTREPRENEUR/FOUNDER · JOURNALIST

Organisations lose senior women in their forties and fifties at the precise point their experience is most valuable, and then market to them as if they were retiring. The cost shows up twice: in talent pipelines that empty out below the executive layer, and in brands that miss the most economically powerful female demographic in the market. Most leadership teams have no working model for either problem.

Eleanor Mills is a journalist, author and founder of Noon who helps organisations understand the talent, culture and consumer reality of women aged 45 to 60.

Eleanor Mills's 2026 Biography

AVAILABLE FOR

- Speaking

Why organisations work with Eleanor Mills

- She has built the most detailed evidence base in the UK on ABC1 women aged 45 to 60, including partnership research with HSBC on midlife female entrepreneurs and with Accenture on the economic power of women over 45.
- She names a category most boardrooms still treat as a footnote, the “Queenager”, and gives employers and brands a working vocabulary for talent retention, marketing strategy and product design aimed at this group.
- She has 22 years of editorial authority at The Sunday Times, including running the magazine when it won Supplement of the Year at the 2018 Press Awards, which gives her communications work with senior leaders genuine craft behind it.
- Her book, *Much More to Come* (HarperCollins, 2024), turns midlife transition into a leadership story about reinvention after redundancy, divorce and caring responsibilities, the same pressures organisations are failing to design around.
- She convenes a 50,000-strong community at Noon, which means her insight is continually refreshed by the audience itself, not drawn from a one-off study.

ELEANOR'S SPEAKING THEMES

- Customer Experience & Marketing
- Diversity, Equity & Inclusion
- Employee Wellbeing
- Inclusive Leadership
- Storytelling & Business Communication
- Talent Retention Strategies

Biography highlights

- Founder and Editor-in-Chief, Noon (noon.org.uk), launched 8 March 2021.
- Former Editorial Director of The Sunday Times and Editor of The Sunday Times Magazine, 1998 to 2020.
- Chair of Women in Journalism, 2013 to 2021.
- Author of *Much More to Come* (HarperCollins, 2024), a Sunday Times bestseller; co-editor of *Cupcakes and Kalashnikovs* (2005).

LANGUAGES: English

- Recipient of the International Alliance for Women World of Difference Award (2012); editor of the Press Awards Supplement of the Year (2018).
- Research partnerships with HSBC (Fearless and Thriving) and Accenture (The Rise of the Queenager).

Biography

The most economically active female demographic in Britain is also the one most likely to leave senior roles before reaching the top. Women aged 45 to 60 hold disposable income, household decision-making power and decades of operating experience, yet employers and consumer brands consistently underestimate both their commercial weight and their willingness to stay.

This is the gap Eleanor Mills has spent the last five years documenting. After 22 years at Times Newspapers, including running The Sunday Times Magazine when it won Supplement of the Year at the 2018 Press Awards, she left in March 2020 and founded Noon on International Women's Day 2021. Noon is now a 50,000-strong community and a research platform, with partnership studies for HSBC on midlife female entrepreneurs and Accenture on the economic power of women over 45.

Her book *Much More to Come* (HarperCollins, 2024) extends that argument into the territory of reinvention. It draws on her own redundancy and the pressures her readers describe: menopause, divorce, empty nests, caring for elderly parents, second careers. The book reframes midlife as a productive stage organisations should design around, not write off.

For a senior buyer, the value is precise. She gives a board the vocabulary, the data and the editorial sharpness to act on a workforce and consumer segment most strategy decks treat as a rounding error.

Key speaking topics

- Women in midlife as a talent and consumer category
- Retention of senior women through menopause and caring years
- Reinvention after redundancy and career disruption
- Marketing and brand strategy for women over 45
- Personal storytelling in leadership communication
- Resilience in transition

Ideal for

- CHROs and talent leaders designing retention strategies for senior women
- CMOs and brand leaders targeting the over-45 female consumer
- Boards reviewing DEI and culture beyond entry and mid-career pipelines
- Leadership programmes for women navigating career and life transitions in their forties and fifties

Audience outcomes

- A working definition of the Queenager category and what makes it commercially distinct
- Specific intervention points where organisations lose senior women, and what changes the curve

- Evidence drawn from named partnership research with HSBC and Accenture, not generic DEI argument
- A reframing of midlife transition as a leadership and reinvention story rather than a wellness theme

Eleanor Mills's 2026 talks & topics

Targeting the Super Consumer

A data-led talk on the spending power and brand behaviour of women aged 45 to 60.

Key takeaways:

- The size and economic weight of the midlife female consumer relative to younger demographics
 - Where current brand and product strategy misreads this audience
 - Practical implications for marketing, segmentation and category positioning
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Reinvention Is A Chrysalis

A talk on midlife transition as a productive stage of career and life, drawn from Much More to Come and Noon's community evidence.

Key takeaways:

- The recurring pressure points of midlife: redundancy, divorce, menopause, caring duties
 - How organisations can design around these moments rather than lose people through them
 - What resilience and reinvention look like in practice for senior women
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The Song Of Ourselves

A talk on personal storytelling as a professional communication tool in hybrid and senior leadership contexts.

Key takeaways:

- Why narrative carries weight in leadership communication
- How to develop a personal story that holds up in a senior workplace setting
- Editorial techniques for clarity and credibility in spoken communication

Eleanor Mills's Videos



What Eleanor Mills's clients say

Great delivery and engagement, a brilliant keynote.

BT

Amazing. We loved her speech and were inspired.

CNN

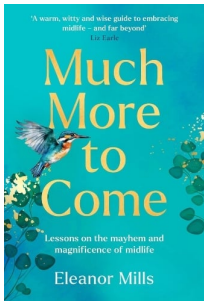
A brilliant and expert keynote.

Fujitsu

An engaging, vibrant speaker who captures attention, and always leave the audience wanting more.

FT

ELEANOR'S LATEST BOOKS



Much More To Come: 'Warm, witty and wise': How to survive your midlife crisis and navigate the highs and lows of menopause, empty nests, second careers, dating post-divorce and more

Eleanor Mills's 2026 speaking fees

Specific fees fall within the ranges shown. These are presented as a guide only and are subject to change without notice.

	EUR	GBP	USD
Home Country	Under €12000	Under £10,000	Under \$15000
Asia Pacific	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
Europe	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
Middle East & Africa	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000

South America	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
United Kingdom	Under €12000	Under £10,000	Under \$15000
US East Coast	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
US West Coast	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
Virtual	Under €12000	Under £10,000	Under \$15000