



50 giving stories shared as part of The Marketors' Trust's 50th Anniversary celebrations in 2026

No 18: A scholarship that did more than pay the fees

When Francisca Posada-Brown finished a First Class degree in French and Spanish at Cambridge in 2015, she was drawn to marketing, and in particular to the part it could play in building a more sustainable future. What she needed was a way in. The Cass Business School Marketors' Scholarship gave her one.

The award from The Marketors' Trust, worth £10,000, took her onto the one year MSc in Marketing Strategy and Innovation at Cass Business School in London (since renamed Bayes). It is exactly the kind of education initiative the Marketors have backed for decades: helping a talented newcomer get the grounding a career in marketing needs.

For Francisca, the money was only part of it. The scholarship connected her to what she has called a "central hub of excellence" in marketing. She chose her dissertation topic together with the Marketors, which she found "really valuable" because it set her studies against the realities of the workplace. And she was paired with a mentor she still keeps in touch with today.

The course gave her something she still leans on. "The ability to get a 360-view of marketing before starting a career meant that when I went into different companies, I had some really strong basic skills," she says.

Since graduating in 2016, she has built a career across three continents and five roles, from digital marketing strategist to a three-year fellowship at WPP that took her through brand strategy in London, client management in Singapore and a people team in New York, before coming home. "I've definitely been doing the breadth bit so far," she says.

Ask her what she has learned, and it comes back to people: "help others, ask for help and thank those who help you." Asking for help, she says, "takes courage" and "is not a sign of weakness." It is a fitting note for a story that began with a Trust willing to help, and a mentor who stayed in touch. This is what the Marketors mean by investing in marketing's future: not only funding a place on a course, but opening a door and standing beside the person who walks through it.

Website: www.marketors.org

How to give

Every gift, at whatever level, helps secure the Trust's grants, awards and care for the next fifty years.

To give, go to: <https://www.marketors.org/the-marketors-trust/support-ways-to-give>