

## Susannah Schofield OBE Biography

FOUNDER OF NOIR

Susannah Schofield OBE is the visionary Founder of Noir, a secure adult lifestyle platform redefining adult connection, dating, intimacy, and education for a new era. With over 30 years of experience leading high-profile organisations, building innovative businesses, and shaping strategy at the highest levels, Susannah brings unmatched credibility and leadership to the launch of Noir.

Serving as Director General of the Direct Selling Association UK, Susannah oversees governance, regulation, and safeguarding in a sector that supports thousands of individuals across the UK and Ireland. Her role ensures rigorous standards and consumer protection - principles she has carried directly into Noir's mission of safety, authenticity, and trust.

Previously, she founded Pitch Sport, a global fan engagement app that partnered with Premier League and Championship football clubs, the British Touring Car Championships, and professional Boxing. Under her leadership, Pitch Sport combined cutting-edge technology with consumer engagement, giving Susannah deep expertise in building digital communities and managing complex commercial operations.

Her earlier career includes nearly two decades at Royal Mail, where she rose to become Commercial Opportunity Director, responsible for launching new business divisions, mergers and acquisitions, and leading multi-layered sales and operational teams delivering over £300m in new business in annual revenue and managing a team of over 300 people.

Beyond her corporate career, Susannah has been Editor-in-Chief of Key Women in Business Magazine, a Non-Executive Director in marketing and design, a published author on business strategy, and a regular media contributor including as a BBC expert voice. She was awarded an OBE in the 2015 New Year Honours for her services to business, women, and young people in enterprise.

Her breadth of expertise - from governance and regulation to digital innovation and consumer engagement - positions her uniquely to lead Noir, a platform built to disrupt outdated dating models and create a safe, sophisticated environment for genuine connection and exploration.



Throughout her career, Susannah has built alliances across wellness, literature, and lifestyle sectors, enabling cross-platform growth and thought leadership. She understands how to bring together expert voices, creators, and high-end audiences in ways that are compelling, safe, and credible.

## Why Noir?

Under Susannah's leadership, Noir has been born out of the belief that many existing spaces for adult relationship and intimacy are commodified, unsafe, or superficial. She saw the need for a platform that:

- Puts privacy and safety at its core - from verified membership to secure payments & encrypted interactions
- Offers expert knowledge through vetted professionals ("Noirators") rather than algorithmic noise
- Understands and respects adult sexuality as a spectrum of exploration and human need - not as something to be hidden or trivialised

*"Noir is about rewriting the rules. It's not another app or gimmick. It's a secure, sophisticated community where adults can connect authentically, explore their sexuality with confidence, and access advice from experts they can trust."*

*Noir is the platform I wish I'd had when I first realised how much of what's out there treats sexuality like a game. We're building something deeper, safer, and more beautiful - where people can explore, connect, and grow with trust, not noise."*

Susannah Schofield OBE.