MONTHLY PROFILE: Helen Westmoreland, CEO, Giftpoint/Giftpoint Europe

Compiled by Lisa Bennett



Q: How did you get your start in promo?

HW: *My journey began in Hong Kong, where I spent six years learning the industry before returning to the UK to co-found Giftpoint in 1995. Over 35 years later, I've seen the industry transform beyond recognition, and I've loved being part of that evolution. Building a business from the ground up has certainly been an adventure, and I'm proud of what we've achieved!*

Q: What's your ultimate superpower?

HW: *People! Recognising talent, bringing the right people together and building relationships that stand the test of time. That, combined with determination, resilience and a healthy sense of humour!*

Q: What's one skill or trait you're actively working to improve?

HW: *Learning that I don't have to do everything myself. When you've built a business from scratch, letting go doesn't always come naturally. But empowering others is what makes a great team even stronger.*

Q: What's your magic wand wish for our industry?

HW: *For sustainability to stop being a selling point and start being the standard. We have an incredible opportunity to lead by example, challenge perceptions and demonstrate the real value of responsible promotional merchandise.*

Q: What are you most looking forward to in 2026/27?

HW: *The next chapter -- expanding our international reach, embracing innovation and continuing to push boundaries. After three decades, I'm certainly not ready to slow down. If anything, I'm more ambitious about what's next!*