Natasha Reeves appointed to the Jersey Business Board as Future Chair

27th May 2026

Jersey Business has announced the appointment of Natasha Reeves to its Board as an Independent Non-Executive Director and future Chair, following a competitive recruitment process. The appointment process was overseen by the Chair of the Jersey Appointments Commission, who chaired the selection panel, and was in accordance with the Commissions published recruitment guidelines.



Natasha will join the Board immediately and will assume the role of Chair after a six-month transition period, subject to final approval.

“We’re delighted to welcome Natasha to the Board and to work with her through this transition period ahead of her becoming Chair. She brings significant strategic, commercial and governance experience, together with a thoughtful and collaborative approach to leadership that will be a real asset to

Jersey Business."

Paul Murphy

CEO Jersey Business

With more than 20 years' experience advising boards, leadership teams and growing businesses, Natasha brings significant commercial, governance and strategic expertise to the organisation. She is Chief Operating Officer and shareholder at Synaps International Limited, where she works with organisations on strategy, organisational transformation, governance and long-term growth.

Her experience includes cross-border transactions, capital and funding strategy, regulatory planning, business turnaround and stakeholder engagement across multiple jurisdictions. Alongside her commercial work, she has also held senior roles within the charitable sector, with a focus on stewardship, accountability and sustainable impact.

"Having made Jersey my home, I've come to value both the opportunities and the challenges the Island faces. Jersey Business plays a unique role in supporting enterprise, building skills and acting as a bridge between Government, industry and the wider community. I'm looking forward to supporting the Board and team to strengthen economic resilience, improve productivity, and help Jersey businesses innovate and grow."

Natasha Reeves

Jersey Business future Chair

Natasha joins Jersey Business at a time when local firms are facing increasing economic pressure, rapid change and growing demands around productivity, capability and resilience.

"Jersey Business has built a strong reputation for providing practical, trusted support to local firms. Natasha brings great commercial and governance experience, together with a strong strategic perspective, and I look forward to working with her as the organisation continues to strengthen its contribution to the Island's business community."

Jennifer Carnegie

Jersey Business board member

Jersey Business supports around 4,000 businesses across the Island each year through free, independent and confidential advice covering start-up,

improvement, growth and exit planning.