

DHWG webinar series: Housing: Still Rising to the Dementia Challenge

Dementia friendly Fun Bios

Tuesday 19 May 2026, 16.00-17.15

Ali Rogan, DHWG External Affairs Advisor, Founder and Director, Hornsey Consulting

Ali has over 30 years' marketing and external affairs experience and set up Hornsey Consulting in 2016. Work is centred around strategic communications, business planning and external affairs, with a specialism in health, housing, care and digital tech. She is currently leading the marketing function and supporting business strategy for several organisations.

With a special interest in dementia and digital, Ali has been the Chair of the Prime Minister's Dementia Champion's Group (PMCG) Dementia Friendly sub-group since April 2016 and is an active member of the Dementia and Housing Working Group.



Prior to this, Ali was Group Marketing Director at the market leading provider of technology enabled care services and is a former Vice Chair of the Health & Social Care Council at techUK.

[@AliRogan](https://www.linkedin.com/in/alirogan)

Dr Cate Pemble, Research Fellow, Dementia and Ageing, University of Stirling

Cate Pemble (she/they) is a social scientist and Research Fellow at the University of Stirling, with an interdisciplinary background in sociology, psychology, and disability studies. Her work focuses on the intersection of social structures, physical spaces, and interpersonal relationships, highlighting the importance of individual action in creating and maintaining inclusive neighbourhoods and communities. She is particularly interested in how age, disability, and class come together to create or frustrate opportunities for connection, creativity, and care, and in how people work, often quietly and persistently, to build everyday cultures of inclusion and belonging.

Building on these interests, Cate's current work on the Changing Intergenerational Relationships project explores how people experience and respond to large-scale social and demographic trends, from changing working practices to the increasing scope of the digital world, and how these shifts shape the ways people across generations understand, relate to, and support one another in their everyday lives.

LinkedIn: <https://www.linkedin.com/in/catherinepemble/>

Mario Ambrosi, Director of Communications and Marketing at Anchor

Mario Ambrosi is Director of Communications and Marketing at Anchor, England's largest not-for-profit provider of housing and care for people in later life.

As Co-Chair of the Housing and Ageing Alliance, he works with members to bring about improvements to the housing and living conditions of older people. He has appeared in PR Week's Power Book of the most influential PR professionals and is a former journalist.



His children's novel exploring dementia and family bonds, *Scarlett Buckling and the Case of the Missing Pictures* (Tiny Tree, 2025), has been praised by former Secretary of State for Education Lord Baker, and features on the respected schoolreadinglist.co.uk

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Dr Clarissa Giebel, Senior Research Fellow in the Institute of Population Health at the University of Liverpool

Joy Sumner, Day Care Manager, The Watermill, Housing21

After leaving School I did a social care course for two years, I got my first job in care home as a care assistant in 1990 and worked my way up as senior carer and now home care manager.

So in total this is my 36th year long service I have always especially loved supporting people living with dementia.

Being a part of someone else's life and learning about who they are is the most privileged part of my job. Being the person that offers a reassuring hug when a person feels upset, being the person that brings out a smile on someone's face or sharing uncontrollable laughter at a shared joke.

