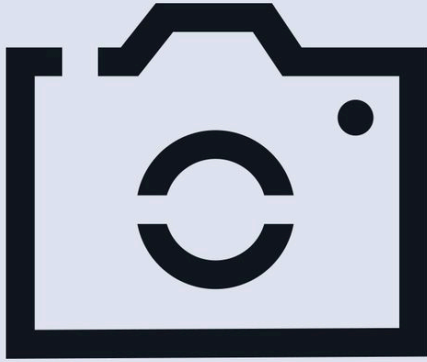




NIKKI SAMANT-JONES

Director of Business Affairs • Administration

London

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OVERVIEW

Nikki Samant-Jones leads the business affairs and operational strategy for Fisher Phillips' London office. Working directly alongside the UK partners, she builds and directs the financial, operational, and commercial infrastructure supporting the firm's European growth and long-term expansion.

As Director of Business Affairs, Nikki bridges executive leadership and daily execution, overseeing the firm's UK infrastructure, banking and tax set up and professional talent management. She coordinates closely with Fisher Phillips' global IT, finance, and information governance teams to ensure cross-border alignment, while directing local market positioning, strategic PR, and early business development initiatives.

Nikki brings over 15 years of executive commercial leadership to the firm, having served as Chief Revenue Officer and Chief Marketing Officer across the corporate intelligence, EdTech, and professional development sectors. Her track record in greenfield launches, scaling operations, and driving growth positions Fisher Phillips for sustained success and expansion across the region.

Credentials

Education

- Goa University, India, B.A., Psychology and English Literature