

## SUMMIT KEYNOTE SPEAKERS

### **Helen Walbey, FSB ambassador, small business owner, Diversity and Inclusion expert**



Helen is a gender and policy expert and the only woman in the United Kingdom to run a motorcycle scrapyards. She is based in the South Wales Valleys, where she champions inclusive employment and skills development. She is a member of the T20 expert think tank advising the G20 leaders on gender economic inclusion and she chairs the Welsh Government Advisory Panel on Women's Entrepreneurship. Helen holds the FSB UK Policy Portfolio for Home Affairs and has strategic oversight for Diversity and Inclusion. When she is not working she either cooking up a storm in the kitchen or buried in a book as she is undertaking a Masters in Social Science research at Cardiff University.

### **Mark Valleley, Technical Manager, Transport for the South East**



Mark Valleley has been working on the development of Transport for the South East (TfSE) since 2016. He has 30 years experience as a transport planner spanning policy and strategy formulation, scheme development and delivery and traffic management. Before joining TfSE, Mark worked for East Sussex County Council managing the development and implementation of an annual programme of transport improvements including larger scale traffic management and public realm schemes.

Mark is currently responsible for managing TfSE's technical work programme, which consists of a wide range of studies to deliver a Transport Strategy and develop a prioritised programme of schemes for the Major Road Network. Mark is responsible for the liaising with the Department for Transport (DfT) on all technical issues and for formulation responses to major consultations, having led TfSE's response to the Road Investment Strategy.

### **Andreas Markides – MD Markides Associates**



Andreas Markides BSc (Hons) MSc CEng AoU FCIHT FICE, is experienced in the planning, design and management of major development projects, urban extensions and town centre regeneration schemes; he has also been involved in the design and supervision of infrastructure works. His specialist traffic expertise includes traffic impact studies for new development proposals, highway design, development of transport strategies and expert witness at planning inquiries. He set up Markides Associates in October 2016, which employs more than 20 transport planners and engineers.

For 3 years, Andreas served on the Committee of the Thames Valley branch of the Institution of Civil Engineers and he was Chairman of that Association (AMG&S) for the period 1989/90. He was President of the Chartered Institution of Highways and Transportation (CIHT) for 2017-2018 and is currently a Trustee of that Institution. He is also a founding member of the Academy of Urbanism. In 2014, he acted as Planning Commissioner for the island of Cyprus.

### **Deirdre Wells, CEO Visit Kent**



Deirdre Wells OBE was appointed CEO of Visit Kent in September 2018. Deirdre is also CEO of Go To Places, an organisation created by the company, to deliver services to partners outside, and in partnership with Kent, including setting up the new Destination Management Organisation Visit Hertfordshire, the Big Weekend and a number of national tourism projects under the Government's Discover England Fund.

Prior to her appointment to Visit Kent, Deirdre was Chief Executive of UK Inbound, representing nearly 400 UK inbound tourism businesses. During her tenure at UK Inbound, Deirdre was a passionate advocate on behalf of the industry on a broad range of issues including the impact of Brexit, Visas, Air Passenger Duty and Skills.

Deirdre joined UK Inbound following 20 years in Government at the Department for Culture, Media and Sport working on a variety of high-profile projects including the Millennium Dome, Liverpool Capital of Culture 2008 and the 2012 London Olympic and Paralympic Games.



Deirdre was awarded an OBE in 2007 in recognition of her work in leading the team behind the national memorial services for the UK victims of the 9/11 attacks, the Bali bombings, the 2004 Asian Tsunami and the London 7/7 attacks.

Appointed the Government's Head of Tourism in 2010, Deirdre was instrumental in the delivery of the GREAT campaign – an ambitious and far-reaching marketing campaign aimed to help the world discover why Britain is such a great place to visit, study, work, invest, and do business.

A passionate advocate for tourism, Deirdre is a member of the UK Government's Tourism Industry Council, Chair of the Tourism Alliance, and sits on the Board of the Tourism Society.

### **Gavin Cleary, CEO Locate in Kent**

Gavin is CEO of Locate in Kent, the official inward investment agency for Kent and Medway. Locate in



Kent promotes the county as a prime location for business and investment and provides free, confidential support to businesses setting up, expanding or relocating.

Gavin previously ran an economic development consultancy focused on the financial services sector, working with economic development organisations seeking to grow their financial and related services sectors as well as working with fintech businesses seeking to grow and internationalise. Prior to this, he worked for a leading economic development consultancy with particular expertise in foreign direct investment and international trade, working with clients across Europe, the US, South America and Asia.

Gavin was engaged by UK Trade & Investment over a two-year period to lead a team to deliver a significant increase in investment and trade wins in the financial and professional services sectors. He has grown and managed teams in the UK, US, France, Spain and Hong Kong.

Gavin started his career in the City including running an early-stage financing business in the technology sector that he took through the rigorous Financial Services Authority authorisation process.

### **Melissa Carson – Director of Research, Be The Business**



Melissa heads the research department of Be The Business where her work follows three core strands: leading a bespoke research agenda that contributes new and actionable insight to the productivity debate; consolidating and strengthening understanding of management practices that drive productivity at the firm level; and learning and evaluation work that underpins all of Be The Business's strategic decision making.

Melissa has 25 years of experience in management consulting and research, having worked with McKinsey & Company, The Economist Intelligence Unit, London Business School, and boutique consulting firms. She has written widely on topics from innovation to risk management, economic development to global multi-stakeholder initiatives, supply chains to public sector procurement. She has advised clients around the globe in both developed and emerging economies across a wide range of industries including health care, education, financing, agriculture, retail, mining, among others.

### **April McMahon – Deputy Vice-Chancellor Education, University of Kent**



April was born in Edinburgh and grew up in the Scottish Borders. She was first in her family to go to university, and took her MA and PhD at Edinburgh where she was very proud to be awarded an Honorary Doctorate in 2014. April was a Lecturer at the University of Cambridge and a Professor at Sheffield, and from 2005-11 returned to Edinburgh where she was Head of the School of Philosophy, Psychology and Language Sciences; Head of the College of Humanities and Social

Science; and then Vice-Principal for Planning, Resources and Research Policy. From 2011-16 she was Vice-Chancellor of Aberystwyth University, where major priorities included improving the student experience, and re-valuing teaching, partly through ensuring appropriate recognition and reward for teaching excellence and innovation.



April joined the University of Kent in September 2016. As well as her main role as Deputy Vice-Chancellor Education, she is Professor of English Language and Linguistics in the School of European Culture and Languages. In her DVC role April has responsibility for:

- Teaching, Learning & Student Experience
- Unit for the Enhancement of Learning & Teaching (UFLT)
- Student Services

April oversees the Education and Student Experience Strategy, which underpins one of the three key strategic objectives in the University Plan. The Strategy sets out how Kent students and staff will work together to promote and ensure student success through inclusive, inspiring and positively challenging opportunities.

April is a Fellow of the Royal Society of Edinburgh, the British Academy, and the Learned Society of Wales, and is currently a member of both the Audit Committee and the Research and Higher Education Policy Committee of the British Academy. She is an Honorary Fellow of Selwyn College, Cambridge, and a governor of West Kent and Ashford College.