



Perfiles de los candidatos la Junta de Gobierno 2016-2018

Profile of the candidates to the 2016-2018 Governing Council



José Manuel Amor
*Socio - Director Análisis
Económicos y de Mercados*

Afi
Socio Corporativo - Madrid

Socio, Director del área de Análisis Económico y de Mercados.

Licenciado en Ciencias Económicas y Empresariales por la Universidad de Alcalá de Henares. Master en Banca y Finanzas por Afi, Escuela de Finanzas Aplicadas.

Desde su incorporación a Afi en 1999, ha desarrollado su trabajo en los departamentos de Análisis Económico y de Mercados y Asesoramiento Financiero al endeudamiento.

Actualmente es Director del área de Análisis Económico y de Mercados de Afi, y responsable de los servicios de asesoramiento a clientes institucionales extranjeros y de tesorería, financiación mayorista y minorista a entidades financieras.

Autor de varios libros y de numerosos artículos de investigación y colaboraciones en prensa económica nacional y otras publicaciones internacionales y de varios libros. De forma regular realiza actividades docentes en el Master en Banca y Finanzas de Afi, Escuela de Finanzas Aplicadas, y cursos a medida para entidades financieras y/o empresas.

Además de co-dirigir la elaboración del *Barómetro sobre clima y perspectivas de la inversión británica en España* en 2015, he participado en las 4 presentaciones del barómetro de la Cámara (Madrid, Barcelona, Londres y Málaga).

De forma conjunta con Afi, mi perfil aporta habilidades hasta ahora poco presentes en la Junta de Gobierno de BCCS, centrado en:

- i) amplia experiencia en análisis económico y de mercados
- ii) elevado conocimiento de los principales links económicos entre España y UK
- iii) experiencia en áreas de *public affairs* y *advocacy*, líneas de crecimiento prioritarias para la Cámara
- iv) amplia red de contactos en empresa, banca, prensa, mundo académico e instituciones públicas

Otro aspecto a favor radica en que Afi cuenta con capacidad de organizar eventos y salas para realizarlos (en la sede social de Afi), que pueden ponerse al servicio de BCCS para la organización de eventos conjuntos o por libre. Finalmente, tengo experiencia como colaborador y proveedor de servicios de consultoría en otras asociaciones empresariales como Cre100do (Círculo de Empresarios) y Multinacionales por Marca España.



Juan Arsuaga
CEO
Lloyd's Iberia
Socio Corporativo - Madrid

Lloyd's Iberia is the representative office of the Lloyd's insurance market for Spain and Portugal. I joined Lloyd's Iberia in November 2006 as Lloyd's representative, chairman and managing director.

I have more than 25 years of experience in the international insurance market, where I have developed my entire professional career among Spain, Lisbon, London and some Latinamerican countries.

Currently, I am chairman of ASASEL (Association of Spanish Underwriting Agencies of Lloyd's) and chairman of CAI (International Insurers Club).

The dynamisation and well-functioning of the Spanish-British commercial relationship is essential for our company and, for that reason, we are Corporate Member of the British Chamber of Commerce since March 2005.

As a member of the Governing Council for almost 4 years, I understand that my contribution to the interests of the British Chamber would be very positive due to my deep knowledge of the association.

Furthermore, during that period of time, I have provided support to the British Chamber in different areas, such as contributing to the process of attracting new members. I have also played an important role in the relationship with the British Embassy and other business associations, especially in Madrid, due to my good knowledge of the Spanish and the British markets and my contacts network.



Adam Austerfield
*Director of Global Market
Development*

**London School of Economics (LSE)
Socio Corporativo - Madrid**

I have been delighted to be a member of the Governing Council since joining as a Corporate Member six years ago and becoming VicePresident for Madrid. I consider that given my business and academic network, my personal dedication of LSE in supporting Chamber activities, and LSE hosting the

Madrid office of the Chamber has helped the Chamber grow and prosper in the Madrid region, under the President's leadership.

I am therefore presenting myself for the Governing Council of the British Chamber of Commerce in Spain. If elected would most likely also present myself for National VicePresident of the Chamber, having served for 6 years with great pleasure in Madrid as regional VicePresident. During this time the LSE Enterprise office has grown from a Spanish, to a Latin American, to a global operation but based in Madrid. However a large proportion of our activities and business remains Spain-based. I thus remain frequently and flexibly available for Chamber business activities across Spain, often sponsoring events as well, including in the UK.

Finally, I consider a privilege to be one of two Non-Executive Board Members of the British Embassy in Spain, and a Board member of the Fundación Hispano-Británica, helping maintain strong links with key Spanish institutions that are important for the Chamber. If elected to the GC and then potentially standing as National VicePresident, I consider these positions, and with the experience I now have, will help the Chamber continue to grow from a strategic and financial point of view as well as a regional one.



Patricia Ayodeji
Founding Lawyer

**E-PDP
Socio Nacional - Barcelona**

British dual qualified international Common Law and Civil Law lawyer.

Barcelona since September 2000. Almost 16 years providing legal services principally for Spanish and British clients from Spain.

Member Social Participation Commission of the Asociación Española de Directivos (AED) Barcelona, Madrid, Valencia, Canarias. A key stakeholder.

Member: CEDE. A key stakeholder.

Member. Executive Council and Representative, Spain (corporate relations) British Spanish Society (BSS). Partner of the Chamber. VP of the BSS is British Ambassador in Madrid, Simon Manley.

Member. Colombian Caravana UK Lawyer's Group. Voluntary human rights lawyer, Member of Advocacy Working Group.

Value added as a Governing Council member. Established reputation and contacts within the business community and with key stakeholders. Knowledge of different business realities. Experience in the

collaboration and promotion of beneficial relationships between business leaders and other areas. Visionary. Pragmatic. Effective decision maker. Excellent interpersonal & networking skills. Languages: English (native), Spanish and Catalan.



Laura Byrne
Managing Director

Appco Group España
Socio Corporativo - Barcelona

Desde que en 1999 iniciara mi carrera profesional en el mundo del marketing directo tras superar mis estudios empresariales en la Manchester Metropolitan University, he tenido claro que la pasión por lo que hago es mi guía. El espíritu emprendedor me llevó a constituir mi propia empresa de marketing

hasta que pasé a formar parte del equipo de Appco Group España, convirtiéndome en Managing Director el año 2012.

Orgullosa luchadora por proteger una industria, la del marketing directo, a la que quiero, respeto y conozco a la perfección; manteniendo siempre los más altos estándares de calidad y formando a profesionales altamente cualificados. Desde Appco Group España estamos liderando el proceso de estandarización de los profesionales autónomos de nuestro sector, haciendo un gran esfuerzo para conectar las necesidades de un sector que pedía a gritos la reconciliación con la administración. De este proceso se desprenden las ganas y la tenacidad por el trabajo bien hecho, algo que voy a trasladar a la Cámara de Comercio Británica si me conceden tal honor y responsabilidad.

Creo en una Cámara activa, responsable y sin miedo a los cambios. Por eso, desde Appco Group España, estamos impulsando directamente la nueva estrategia de comunicación de la Cámara, hemos patrocinado la nueva página web y estamos apoyando con patrocinios diversos eventos (Christmas Cocktail en la Pedrera y la Asamblea General Anual que se celebrará en abril) que impulsen las sinergias empresariales entre UK y España. Tan importante es celebrar eventos de calidad como saber comunicarlos y tener las herramientas indicadas para hacerlo. Nuestra implicación con esta institución ha demostrado que apostar por el dinamismo y atreverse a dar el salto, son indicadores de éxito asegurado y han aportado a la Cámara resultados muy positivos.



Iván Carballido
Director General

Deva Comunicación
Socio Nacional - Barcelona

Perfil biográfico

Inicié mi andadura en el ámbito de la comunicación en 2006 a través de mi experiencia en entidades como la Asociación Española para el Desarrollo del Mecenazgo Empresarial, el Círculo de Economía o

Educación Sin Fronteras.

En 2008 me incorporé como ejecutivo y posteriormente pasé a ser director de cuentas de la agencia de relaciones públicas Portaveu, en la que coordiné las estrategias de relaciones públicas y diversos programas de public affairs para empresas como The Carlyle Group, Latham & Watkins o Applus. En 2013 pasé a coordinar el primer plan de PR de alcance global de la empresa tecnológica con sede en Barcelona ReviewPro.

Desde 2014, trabajo en la agencia de relaciones públicas especializada en comunicación corporativa, financiera y de crisis Deva, en la que desempeño las funciones de Director de la oficina de Barcelona, y, desde septiembre de 2015, las de Director General, supervisando el trabajo que realiza la firma para una variada gama de clientes como Ferrovial Aeropuertos, Altadis, Airbus Group, ESADE, Viesgo o la patronal de la industria de la moto, ANESDOR.

Contribución a la Cámara de Comercio Británica en España

Colaboro desde la segunda mitad de 2015 como agencia de comunicación pro-bono para la Cámara.

En el corto espacio de tiempo transcurrido desde entonces, hemos acompañado la comunicación de dos eventos: el seminario *Mejores prácticas para la atracción y retención de talento en el siglo XXI*, celebrado el 22 de septiembre; y la presentación en Londres del *Barómetro sobre clima y perspectivas de la inversión británica en España*, que tuvo lugar el 27 de octubre.

Para el primero, sugerimos conceder una exclusiva a un medio financiero –que derivó en una extensa cobertura de la sesión a doble página en el diario financiero Cinco Días– y el envío posterior de una nota de prensa, que registró varios impactos en prensa digital.

Al hilo del segundo, convocamos a corresponsales de medios españoles en Reino Unido, consiguiendo la asistencia y posterior alusión al acto de cabeceras como Expansión, El Correo (Euskadi) o la agencia EFE –mediante un teletipo replicado por La Vanguardia o El Confidencial.

Al cabo de estas dos primeras experiencias, he tenido ocasión de constatar de primera mano el interés que suscita la actividad de la Cámara entre los periodistas, y cómo la ausencia de un trabajo más estructural y sostenido en el tiempo de relaciones con medios supone desaprovechar una vía natural para el aumento de la visibilidad y la mejora de la reputación de la entidad.

La oportunidad de integrarme en la junta de la Cámara me plantea por un lado un ilusionante reto, y, por otro, una ventana de oportunidad para promover esa labor de relaciones públicas más estratégica y con mayor continuidad desde dentro de la propia organización.

Además del conocimiento acumulado durante mi trayectoria, creo que puedo aportar esa visión estratégica y, naturalmente, mi red de contactos, que integran los periodistas de los principales medios de los ámbitos local y nacional y los clientes para los que he trabajado o con los que sigo colaborando en la actualidad, que conforman un rico ecosistema de ejecutivos de una variada gama de backgrounds y sectores.



Ian Cassidy
Administrador

Yarrells Property
Socio Nacional - Barcelona

Over a period of 25 years I have worked in several countries and continents. Having been a member of the BCCS in the different environments, I am now keen to become more active and lend my experience and time to help the BCCS grow in numbers, influence on the wider business community, and as a

networking platform for its members.

I am bilingual. I have an Executive MBA from EADA business school, where I now also lecture MBA students in negotiation skills.

I run my own company providing advice to multinationals and funds on real estate in Spain & Portugal. Previously I was managing director of Savills in Barcelona and Mackenzie Hill in Argentina and Chile.

As a member of the Governing Council, I believe that my experience across cultures, languages and corporate models, coupled with energy and dedication, can help benefit the diverse membership that is the BCCS.



Manuel Costa
*Head of Public &
Corporate Affaires*

Ferrovial
Socio Corporativo - Madrid

Mr Costa is currently Senior Manager of Corporate & Public Affairs for Ferrovial. The department he heads up implements Ferrovial's Corporate & Public Affairs strategy; manages the group's representation in sector associations and its relationship with its main stakeholders. The department works on the public

agenda of Ferrovial's top management and manages all the associated logistics, and institutional visits to Ferrovial's offices. He is also responsible for everything related to the corporate brand and the company's Information Business Unit.

He is member of the Governing Council of the BCCS in Madrid and of the Board of Directors of the Canadian Chamber of Commerce. In the past Mr. Costa has been Secretary General and member of the executive committee of Forética, member of the CEOE CSR Commission, former member of the executive commission of Global Compact (Spain), member of the Operative Commission of Fundación Seres.

He holds a Degree in Law from Universidad CEU San Pablo in Valencia, and a Master's Degree in Corporate and Political Communications from Universidad de Navarra (Spain).

Mr. Costa is a professional ICF Co-active Certificated Coach from The Coaches Training Institute.



Christopher Dottie
Managing Director

Hays
Socio Corporativo - Barcelona

If elected to the GC I would stand for the position of President. I have served as National VicePresident during the past 2 years, playing an active role in initiatives such as the membership survey, press interviews and social media promotion of the Chamber and participation in the British Investment

Committee, as well as attending many events across the regions. I am one of the 6 outgoing GC members with a 100% attendance record at council meetings.

Should I be elected president, my plans for the next 2 years would include:

- Strategic planning so that all stakeholders have clarity regarding the aims and planned development of the organisation
- Improved internal communication to better understand and respond to our members' needs
- An increase in specified roles so that all members of the GC and Regional Committees have clearly defined contributions and accountability, ensuring all member companies have suitable representation

I would like to encourage all members to take the time to vote for the candidates who you believe will best represent your views within the Chamber during the next 2 years, considering both people you know personally and those you don't, brands you recognize and smaller companies, current GC members and new volunteers, whether from your region or elsewhere. I believe there are very strong candidates for this GC and I hope to lead a committed, varied and united team that is determined to retain the historical importance of the Chamber while ensuring its continued relevance.

If you would like more information or if you would like to receive this information in Spanish, please contact me on chris.dottie@hays.es or +34677996511.



Paul Ellis
Business Development Manager

Currencias Direct
Socio Nacional - Andalucía

My background is more than 25 years in sales and networking. I previously worked with the British Chamber of Commerce via the British Embassy in Brussels when stationed there as Sales Director for Europe. Having been on the Costa del Sol for the last ten years, I have created a large network of contacts,

several of which I have already introduced to the British Chamber of Commerce. I am an active member of the Andalusian committee constantly looking for opportunities to expand our membership. I feel my belief in and support of the British Chamber makes me a viable candidate for election to the Governing Council.



Eduard Laffitte
Director Mediterranean Area

BT Global Services
Socio Corporativo - Barcelona

BT is one of the world's leading providers of communications solutions and services operating in 170 countries. BT Group plc is listed on stock exchanges in London and New York.

Actually, BT is the second operator in the Spanish market of corporate data transmission with 21,2 % of market share according to last CMT report. Among BT customers, we have 31 from IBEX 35 companies.

Being one of the most important British companies, BT is interested to participate actively in the strategy and support for the growth and development of BCCS. Having the background and resources BT would like to contribute with ideas in the development of this institution in line with the agreed strategy and participate in the implementation.

Will also support and promote BCCS activities within the events, summits, circles of influence in order to defund knowledge about BCCS and get new members.



Derek Langley
Presidente

Human Capital Recruitment
Socio Nacional- Andalucía

Having served on the Andalucía Regional Committee for the last eight years, and as the Regional VicePresident for the last four years, I have been heavily involved on a daily basis in every aspect of the Andalusian operation and the Chamber in general, and I am pleased to say the results of my strategy are now coming to fruition in a very positive way. Having

been active on many British Chambers and especially Andalucía for the past eight years, I have a very strong feel for what the market needs from us .

In my term, I am happy that I have been able to change the image of the region from an unknown small Marbella centric operation, to a highly respected and well known entity cementing strong relationships with the Consulate and the local agencies, with a cross-section of all types of companies, many being Corporate members and have increased the geographic footprint with members stretching from Gibraltar to Malaga, and have been hands-on in introducing and closing a number of high-profile local organisations, and more importantly, raising the image of the Chamber, in a highly competitive local networking market; whilst getting a better quality and profile of members to raise the bar, and having successfully offered to our members many quality events, culminating in our recent flagship event at the Parque Tecnológico de Andalucía which reflected the success of the region.

I therefore will be offering myself for re-election as Regional VicePresident for the next two years, keeping the region in a safe pair of hands, and continuing the strategy of growth.



Miguel López-Quesada
Director de Comunicación y Relaciones Institucionales

Gestamp
Socio Corporativo - Madrid

Professional of communications and institutional affairs with experience in PR Firms and now in global company Gestamp, metal auto part world leader with strong presence in the UK.

My current roles at the automotive sector associations such as SERNAUTO in Spain, CLEPA in Brussels and Innovation think tanks like Fundación Cotet, can provide a strategic industrial insight for the British Chamber. This was the case for the recent successful Spain-UK Automotive Forum that I helped to organise. The event allowed the Chamber to set up the first vertical

industry event in a key sector for Spain and Britain's business relations. We were able to attract key government representatives and industry leaders from Spain and the UK as well as significant media attention, together with potential new members for the BCCS.

I have also helped the Chamber to develop the first advocacy committee, the British Investment in Spain Committee made up of 10 leading British investors. I helped to define the objectives, action plan and communications to represent the interests of British companies in Spain and enhance their visibility with the publication of the first Barometer of British Investment and the organisation of several events to present it. The brand and the content developed has raised the positioning of the Chamber and has attracted significant interest from other member companies who are also requesting the creation of new advocacy committees.

Therefore, I would like to offer the joint value of reputation management expertise and the international leadership of my company, together with a wide network of contacts, useful for raising the brand relevance of the Chamber and helping the members to achieve their business goals in accordance.



Félix Losada
*Director de Marketing y
Relaciones Institucionales*

Deloitte
Socio Corporativo - Madrid

Félix Losada está especializado en gestión de relaciones institucionales y públicas, marketing y comunicación, actividad en la que es uno de los mayores expertos con una dilatada experiencia de más de 30 años liderando proyectos y fomentando y maximizando el capital social de importantes

instituciones públicas, compañías privadas y ONGs.

Desde Julio de 2000, Félix Losada es el Director de Marketing y Relaciones Institucionales de Deloitte, firma líder en servicios profesionales en España. Fue Asesor del Ministro de Defensa en la IV Legislatura y ocupó previamente cargos directivos en el Grupo Prisa, FAD y Expo 92. Por su profundidad técnica y gran riqueza multidisciplinar, Félix Losada es valorado para tratar problemas particularmente complejos por su capacidad de comprender diferentes perspectivas, liderar equipos y gestionar relaciones de diferentes campos y entornos culturales, gracias a su extensa red profesional, su creatividad, fuerte ética de trabajo y robusto pragmatismo.

Félix Losada dispone de una profunda experiencia como miembro de relevantes instituciones: es Presidente de VIA Círculo Jefferson – asociación española de alumni del programa USA IVLP -, Presidente de AED Global – iniciativa internacional de la Asociación Española de Directivos-, Patrono y Miembro de la Comisión Delegada del Patronato de la Fundación Euroamerica, Jefe de la Secretaría Técnica de Premio Reino de España a la Trayectoria Empresarial y un miembro activo del Comité de Relaciones Internacionales de la CEOE, de DIRCOM y de la European Association of Communications Directors, entre otras.

Félix Losada es periodista, PDG del IESE. Director del estudio económico "Barómetro de Empresas-EL PAÍS" y del "Foro ABC", el foro de encuentro más relevante de la comunidad política y empresarial en España.



Mariel Martínez
Directora

The Apartment Service
Socio Nacional - Madrid

La razón principal que me impulsa a presentarme a las elecciones para la renovación de la Junta de Gobierno de la Cámara de Comercio Británica en España es mi gran vocación internacional junto con la motivación que siempre ha despertado en mí la posibilidad de abordar nuevos retos.

Después de una trayectoria vital desplegada en numerosas ocasiones en distintos escenarios internacionales, he logrado posicionarme como CEO en España de una de las empresas de apartamentos con servicios más estables y de más larga trayectoria, considerada por muchos de nuestros clientes de diferentes países, como una organización puntera en el sector.

Mi trabajo en The Apartment Service se centra en crear conciencia de marca, promocionar el nombre de la empresa más allá de las fronteras, hacer ver los beneficios que nuestros servicios pueden proporcionar a las empresas y brindar apoyo a organismos o instituciones afines a nuestra sensibilidad. Una muestra de esto último señalado han sido los diferentes actos de esta Cámara que hemos patrocinado.

En la misma línea que lo anterior, analizo y estudio las tendencias del mercado y diseño estrategias antes los nuevos escenarios que cada día nos presenta la realidad internacional emprendiendo las negociaciones oportunas.

Mis sentidos abiertos a lo desconocido y a lo que está por venir me incitan a una constante prospección, y ello junto a mi carácter afable derivado de la gran satisfacción que me produce la relación con las personas, son los responsables de que presente mi candidatura.

A la Cámara le aportaré una visión transversal de cómo poder crear fuertes vínculos entre Reino Unido y España, ya que nuestra empresa matriz apuesta por el mercado español y éste a su vez se verá beneficiado por las nuevas vías de expansión que esta relación, sin duda, le proporcionará.

Visión de negocio, valentía ante nuevos retos, empatía hacia el otro siendo conocedora de la necesidad de comprender los distintos intereses presentes en cualquier negociación, y hacer que las relaciones con las personas para mí sean toda una experiencia única, es lo que mejor puedo ofrecer si alcanzo a ocupar un puesto en la Junta de Gobierno de la Cámara Británica.



Tony Noel
CEO
Ketchum
Socio Nacional - Madrid

I came to Spain 40 years ago during my gap year after university. I started out as an English teacher and then worked at firms of consulting engineers on major construction projects (I have a B. Sc. in Engineering Metallurgy) for ten years. I then moved into the communications world and 28 years ago jointly

founded Ketchum, now probably the largest PR firm in Madrid and one of the leading agencies worldwide.

Four years ago I said I thought I could add value helping to position the Chamber and raise its profile in the business world, boosting membership and ensuring it occupies the position in society it deserves.

Over this period I have helped create BISC, to raise the profile of British Investment in Spain and the contribution to the Spanish economy, we have made this explicit by creating, preparing and launching the barometer – providing content for the communications function of the Chamber which I and my agency have managed pro-bono, also helping with the design of the study itself and the new logo. The Barometer has also assisted in raising the institutional profile of the Chamber.

Now we are helping to communicate the new Brexit study and look forward to participating in all of the new initiatives that are created to increase recognition of the Chamber at all levels.



Sarah Owen
Deal Strategy Advisory
KPMG
Socio Corporativo - Madrid

I am a Partner with KPMG Spain, having moved from London 2 years ago. I am responsible for assisting clients in the early stages of cross-border deals – UK companies investing in Spain and Spanish companies in the UK. I have a strong personal network in both the UK and in Spain. I am often involved in supporting

existing members and have access to potential new members.

If elected, I will bring the wide expertise of KPMG to the Chamber. For example, we are already starting to organise breakfasts with experts from the UK in key sectors of interest to members.

I have wide experience in strategic analysis and planning and can bring expertise and resources to the President and National Director in refining and delivering the strategic agenda of the Chamber.

I work all over Spain and travel regularly. I would support the Chamber in its work around the country.



H Stephen Phillips
CEO
Reparalia
Socio Corporativo - Madrid

In January 2005 he joined the group HomeServe PLC, working in the offices of the matrix in Walsall, UK, before opening offices in Spain. In March 2005 he opened the Spanish subsidiary under the name of HomeServe Ibérica as CEO, and in 2007 the Group acquired Reparalia HomeServe PLC. Under this brand,

the two entities are unified becoming CEO of the company.

In 2008 he integrates the membership business line from the Group by closing agreements with two of the most important supply companies in Spain such as Endesa and the Agbar Group.

In 2013 he was appointed Member of the Committee of the French subsidiary, Domeo. And in 2014 he was appointed Member of the Group Executive Committee, Homeserve PLC.

Among other achievements we can highlight: Growth in the number of repairs of 76% in the last 5 years. Creating a portfolio of 1.3M contracts and 1.2M customers. Increase in EBIT of the company in more than 25% year on year in the last 5 years.

Stephen has experience using the Chamber to launch the business in 2005 and leveraging contacts and networking at chamber events to make it grow over the years. Most recently, Reparalia used the Chamber to organize an event in honor of the anniversary of Reparalia, bringing together Partner company executives, Chamber members and Reparalia's management team.

Other interests: Member, Circulo de Empresarios, the Spanish Business Roundtable; Board Member, APD, Spanish Management Association; Member, The Oriental Club, London; 6 month London Parliamentary Internship during University in cooperation with The English Speaking Union; Farrone Foundation Scholar; Clark Foundation Scholar.



Alex Radford
Founding Partner
My Lawyer in Spain
Socio Nacional - Andalucía

I would like you to vote for me so I can represent businesses in Andalucia on the Governing Council of the British Chamber of Commerce in Spain.

Why vote for me? I have been a Governing Council Member for the last four years. Working closely with

Derek Langley and the Committee we have brought stability to the Chamber in Andalucia, increased membership and organised some fantastic high profile events. Not wishing to rest on our laurels working with Derek and the committee I would like to position the British Chamber in Andalucia as the first port of call for new businesses setting up in Spain, continue to increase membership and organise fun, interesting and educational events.



Kelvin Seddon
Managing Director
NoBlue Spain
Socio Nacional - Madrid

After working for British and Canadian banks in the City of London for 12 years in front and back office, my business venture involved industrialising fuel hedging for the European market, was regulated by the FSA and garnered alliances with transport and logistic associations, as well as consulting for the UK Treasury.

My current role of managing the NetSuite partner NoBlue, a major Cloud IT provider has taken me to consult for well-known Spanish brands and international subsidiaries to address their business needs. Through this I have been able to bring new sustaining members over the past two years to the British Chambers and will continue to do so. I have already been active with the council in bringing new ideas and ways of promoting this distinguished organisation. I am keen to be the spokesperson for PYMEs and entrepreneurs, which may well be the next large sustaining members. I have wide experience in strategic analysis and planning and can bring expertise and resources to the President and National Director in refining and delivering the strategic agenda of the Chamber.



Kate Teesdale
Directora

Yes'n'You
Socio Nacional - Barcelona

I have been an enthusiastic member of the British Chamber of Commerce for many years now and a member of the Governing Council for the last six, as well as having the honour of serving as VicePresident for the Barcelona region. Within that capacity I have worked to increase the engagement of members with

the Chamber and to ensure that they get the value for money from their subscriptions.

The Chamber exists because of and for its members and they should be at the heart of everything the Chamber does whether it is advocacy at a political level for large organizations, events with business leaders, information exchange or training workshops on a variety of subjects. My objective, therefore, for the next two years will be to continue to prove the value of belonging to the Chamber, maintaining the engagement of current members and encouraging new ones to join.