

Choose me to represent you and I'll bring practicality, enthusiasm and the drive needed to keep your member experience valuable. I'll show up consistently, speak up on your behalf and keep activity relevant and beneficial.

I specialise in experience; Customer Experience, Employee Experience, Member Experience. My work is all about turning insight into action to drive improved performance. I help shape activity to improve journeys, supporting behaviour change, culture and engagement in a way that sticks.

I'll bring to the board a clear understanding of how people work across different industries, and a practical improvement mindset that helps teams move from good intentions to real progress.

I'm already a visible member of BECBC and have been involved in developing the strategy for the last couple of years through my role with Harrison Network. I'll bring my straightforward, people-focused approach to the Board, and keep things practical, pragmatic, and doable.

I'll put the work in too - supporting events and ensuring the Board's activity is visible, transparent and genuinely useful to members. When I'm in other rooms, I'll advocate for BECBC and bring back anything beneficial. I'm not shy to do this because I truly believe in what BECBC does and the value it adds.

Who you elect matters: I'm a farmer's daughter and a proud Cumbrian. I'm at home with organising, logistics and making things run smoothly - whether that's on a farm, in a rally car or in a boardroom! I'll graft to make a real difference for you.

