

## Personal details

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## Summary

Experienced EdTech Managing Director, business consultant and motivational speaker. 12 years non-exec board experience in the education and charity sectors. Proven success at scaling an online membership business and leading it through two acquisitions. 25 years' experience of the education sector as a teacher, resource provider and within assessment. Known for having diversity of thought, excellent stakeholder management skills, especially in challenging situations, and outstanding creative & critical thinking skills.

## Key skills

- Strategic planning & implementation
- EdTech
- Stakeholder management
- Critical thinking
- eCommerce & digital transformation
- Product development
- Public speaking
- Operations
- Customer Experience & Engagement
- Change management
- Leadership
- Resilience

## Employment

### **Jan 2021 – to date: Berrymead Consulting**

Freelance business consultant working with businesses to improve their resilience & effectiveness. Recent projects include:

- AQA Education – design, development and delivery of the Summer21 Advisory Service for teachers
- Wessex Associates – training exercise for the Devon, Cornwall & Isles of Scilly Local Resilience Forum in preparation for the G7 Summit being held in Cornwall
- Thrive Change – designed and developed content for 'Unlocking Potential' course
- AQA Education – project managed the Summer22 teacher comms plan

### **Nov 2007 – Oct 2020: Teachit UK Ltd, Teachit (AQA Education) & Teachit (Sandbox Learning Limited)**

Teachit ([www.teachit.co.uk](http://www.teachit.co.uk)) is a high quality digital education resource library. Using a freemium business model it has a vibrant teacher community and over 600,000 active members across seven different sites.

#### **2015-2020 Head of Teachit/Managing Director**

#### **2015-2015 Head of Operations**

#### **2007-2012 Commercial Manager**

- For 5 years I ran a leading digital provider of educational resources within the UK. I transformed the business from one relying on a single income stream to one with 3 strong drivers of income.
- I was responsible for the creation and implementation of a strategy that increased turnover by 24% (from a loss of over £400k) therefore becoming an attractive proposition for VCs.
- I successfully led Teachit through two acquisitions (AQA 2015 & Sandbox 2020) – working directly with senior management teams, board members and key stakeholders throughout the process; from due diligence to subsequent organisation restructuring.
- I led the company in responding rapidly to Covid-19 – within 48 hours of lockdown the business had pivoted; removing the paywall for 3 months, repurposing and creating new libraries of content focussing on home schooling and mental health. We supported our third party partners, whilst ensuring all staff were fully enabled to work from home. Sept 2020 YOY the database increased by 20%, subscribers by 173%, downloads by 88% and income by 11.5%.
- I rebuilt the Executive Board's trust of, and interest in, Teachit through a carefully planned stakeholder management strategy and successfully pitched for £250,000 investment from AQA to support the development of Teachit's new digital platform.

- I successfully transformed the business from one that was a slow moving centre of expertise with low morale to one that was used by AQA as a best practice model for both innovation & wellbeing.
- I was a founding member of AQA's Empowering Women Network and also AQA's *This is Me* campaign which raises awareness of and reduces the stigma around mental health in the workplace.

### **Previous employment**

Jan 1999 – Nov 2007	Personal development & events (Anything is Possible & Northstar Consulting)
Sept 1998 – Jan 2005	Supply teacher (Oxfordshire County Council & Kingswood Prep School, Bath)
Oct 1994 – June 1997	Recruitment Consultant (Angela Mortimer plc)
Nov 1993 – Oct 1994	'Greenbury 100' Graduate Management Trainee (Marks & Spencer plc)

### **Board experience**

2010-2012	BESA (British Educational Suppliers Association) – member of the Executive Council
2006-2010	Heathfield School, Ascot – Governor
2003-2006	St Mary's School, Wantage – Governor
2002-2006	Prince's Trust – Board member (Black Country Region)

### **Education**

1997-1998	Oxford Brookes University – Post Graduate Certificate of Education (Primary)
1990-1993	University of Newcastle upon Tyne – Single Honours Politics (BA Hons) 2:1

### **Courses & professional qualifications**

2020	Windsor Leadership; Strategic Leaders
2017	Windsor Leadership; Emerging Leaders
2017	Mental Health First Aider (MHFA England)
2016	AQA Women in Leadership
2012	AQA Leadership Programme

### **Achievements and interests**

I am a very experienced motivational and after dinner speaker. I combine stories from my experience as a member of the first all-female expedition to the North Pole, two subsequent Arctic trips, climbing Kilimanjaro and running marathons with my extensive commercial experience to create a talk that is both inspirational and relatable to the challenges of the modern day workplace. I am known for avoiding corporate jargon and simply using my real life experiences to inspire and motivate.

Polar Travel: 2000 – Member of Millennium Expedition in the low Arctic  
 1998 – 'In Franklin's footsteps' – an expedition around the Resolute Bay area  
 1997 – Member of first all-women's expedition to the North Pole (co-authored, with my mother, a bestselling book *Frigid Women*, which has sold 15,000+ copies to date)

Other: Mount Kilimanjaro – 2020  
 50@50 – undertaking 50 challenges to celebrate my 50<sup>th</sup> birthday  
 London Marathon – 1998, 2001, 2010  
 London Triathlon, Great North Run, Bath Half, Midnight Half Marathon (Norway)

Voluntary: The Tony Trust – Patron (The Tony Trust provides funding for young people who would benefit from staying in an outdoor activity centre)  
 St Mary Magdalene Church, Langridge – PCC member, Gift Aid Secretary, Friends Chairman

### **Referees**

Toby Salt – ex CEO AQA Education, Advisory Director, Non-Executive Director - [tobysalt@hotmail.co.uk](mailto:tobysalt@hotmail.co.uk)  
 Sadie Visick – ex Managing Director, OxfordAQA International Examinations - [sadie.visick@gmail.com](mailto:sadie.visick@gmail.com)