

**John McNamara**  
**Chief Executive**  
**Alliance of Sector Skills Councils**



John McNamara joined the Alliance of Sector Skills Councils in January 2009. John was the Chairman of the Federation of Awarding Bodies (FAB), the trade association for vocational awarding bodies, and also sits on the UK Vocational Qualifications Reform Board formed by the Department for Innovation, Universities and Skills.

John has over 20 years of strategic management expertise gained within the financial services sector and holds graduate and post graduate qualifications from the University of Wales, the University of Aston in Birmingham and Ashridge Management College.

Before joining the Alliance John was Chief Executive of the British Institute of Innkeeping (BII), the professional member's organisation for licensed retailers, and the BIIAB, its wholly owned awarding body for licensed retail qualifications. Taking up his post in 2002, John's remit was to achieve a growing membership base, to offer unbeatable membership benefits and to continue the rapid growth in vocational qualifications throughout the sector. In his role John was a member on the Department for Culture, Media & Sport Industry Advisory Group for Licensing Law and worked closely with other industry groups on a number of projects including the Alcohol Harm Reduction Strategy, and several projects with the Home Office including the Best Bar None initiative.

As Chief Executive, McNamara will seek to establish the Alliance as the voice of the UK Sector Skills Councils, promoting the vital role SSCs play across all four nations of the UK. McNamara joins the Alliance with a full inbox of skills issues. Paramount is the economic recession and the impact this is having on employers and their people. Sector Skills Councils (SSCs) have a vital role to play in helping to equip the UK workforce with new skills and competencies to ensure that we are well placed for a strong and sustainable recovery. The relicensing of SSCs and the Qualification Reform programme are also key areas of development during 2009.

McNamara says: "My first job is to make sure that the Alliance represents its members effectively with Government and its agencies and the whole range of stakeholders who are involved in the UK skills system. Our membership has access to the nation's employers and, consequently, has unrivalled knowledge of what skills are needed now and in the future. 2009 will be a difficult year for companies. Skills are at the heart of solving the UK's problems and the Alliance's membership has many of the solutions."