

IDDAS BOARD EFFECTIVENESS TEAM

Helen Pitcher, IDDAS Chairman



Helen's career as a leading figure in the Human Capital arena covers 30 years. Her career has spanned both the business world, being appointed as the youngest ever Divisional Board Director for Grand Met at the age of 27, and the consulting sector as CEO of CEDAR, whose reputation she drove to be one of the best regarded in the Human Capital consulting world. Helen is now Chairman of IDDAS.

Recognised as a leading organisational performance coach and mentor working at the most senior level in FTSE 100, international companies and the public sector, Helen has a world-wide network of contacts and alumni whom she has coached and developed over the years. Helen is a panel member of the Employment Appeal Tribunal, Member of the Selection Panel and Chairman of the Ethics and Bribe Committee for Queen's Counsel and is also a Trustee and fund raiser for several children's charities.

Helen is an APECS accredited coach and qualified psychometric assessor; she has worked across a range of sectors including financial services, utilities, media, leisure, telecommunications, retail and public sector.

Board Governance and Compliance

Ffion Hague IDDAS Corporate Governance Consultant and Mentor



Ffion Hague spent six years in the Civil Service Fast Stream and began conducting board appraisals when working on evaluating the performance of NDPBs and Next Step Agencies. Since leaving the public sector in 1997 she has worked as a director of Arts & Business, a national business charity, and has sat on many major non-profit boards including The British Council, Action on Addiction, The Voices Foundation and the London Symphony Orchestra Advisory Board.

In 2000 Ffion became a headhunter, working at board level across all sectors and specialising in non-executive appointments. Between 2003 and 2008 she was a director and shareholder at Hanson Green, a top-level non-executive search company, where she built up the board evaluation practice alongside her search activities. Since 2008, Ffion has focused exclusively on board evaluation in the UK corporate market, running her own practice, Independent Board Evaluation. As part of her business portfolio, she also sits on Barclays Wealth Advisory Committee and on the IDDAS Non-Executive Mentoring Panel.

Ffion is also a board member of The Outward Bound Trust and English National Opera and in 2008 published her first major book, "The Pain and the Privilege", a biography of the women in David Lloyd George's life which has given rise to many broadcasting projects, including the BAFTA Wales-winning documentary "The Two Wives of Lloyd George" (2009). In 2010, Ffion was elected an Honorary Fellow of Harris Manchester College, Oxford.

Sheelagh Duffield IDDAS Corporate Governance Consultant Scotland



Sheelagh has both practical and formal experience and knowledge of the Corporate Governance and Compliance aspects of running a major Plc Board.

Sheelagh was Corporate Legal Director and Company Secretary with ScottishPower attending all main board and committee meetings and a member of the Executive Team with delegated responsibilities from the board.

During her eleven years with Scottish Power, Sheelagh held various roles in the corporate centre in Strategy, Legal and Secretarial and was responsible for all legal and secretarial issues. As part of the company's Sarbanes Oxley compliance project Sheelagh published a Group Code of Conduct and designed a Legal Compliance Manual. Prior to this Sheelagh was Company Secretary and Head of Business Affairs with Scottish Television plc

She is also a Director of Savendie who focus on efficient operation of in-house legal and secretarial teams, compliance, investment appraisal and project management for Board

projects and a Non Executive Director with Capability Scotland.

Sheelagh is a Scottish qualified lawyer with a Degree in Bachelor of Laws and Diploma in Legal Practice from Aberdeen University.



Professor Andrew Chambers, Corporate Governance Consultant

Professor Andrew Chambers is the author of the Corporate Governance Handbook (4th ed, publ. Tottel 2008; 5th ed. publ. Bloomsbury 2012), Tolley's Internal Auditor's Handbook (2nd ed, 2009) and Wiley's Operational Auditing Handbook – Auditing Business Processes (2nd ed, 2010). The Times described him as 'a worldwide authority on corporate governance'. In 2010-11 he was the specialist advisor to the House of Lords Economic Affairs Select Committee's Inquiry into concentration in the audit market which late in 2011 led to a referral of the audit profession to the Competition Commission by the Office of Fair Trading. He was founder chair of ACCA's Corporate Governance and Risk Management Committee and is a member of FEE's Corporate Governance & Company Law Committee (Brussels).

Andrew is professor of corporate governance at London South Bank University and professor emeritus of London's City University where he was Dean of what is now the leading Cass Business School and the world's first professor in internal auditing. More recently he was Professor of Audit and Control at the University of Hull. He has been a director of The Institute of Internal Auditors Inc. and is a member of their International Internal Audit Standards Board.

Andrew has been a non-executive director of a FTSE 250 financial institution, a non-life mutual, a well known charity, an NHS Trust and a number of private companies. He has usually chaired their audit committees and also chaired the remuneration committee of the FTSE250 company.

Andrew has been on the Council and the Technical Board of the British Computer Society. His engineering qualifications are in software engineering.

Board Leadership and Behavioural Effectiveness

Bernard Buckley, Director & Executive Coach



Bernard Buckley is a Board level Executive Coach and Consultant with over thirty years experience gained in a wide range of industry sectors, including Telecoms, Financial & Professional Services (including the Legal Sector), Oil & Gas, Media and the Public Sector.

Bernard has particular expertise and experience of business transformation, restructuring, Mergers & Acquisitions, executive succession planning, performance based executive reward and wealth creation plans. As the Board HRD, he led on the integration of Energis into Cable & Wireless Worldwide and the subsequent restructure of Cable & Wireless International prior to the demerger of the two businesses.

Prior to his role at Cable & Wireless, Bernard worked as a Consultant and Executive Coach for nine years across a variety of sectors, including Investment Banking, Media, Professional Services and the Public Sector.

Within Iddas he coaches individual clients either for growth and development within their existing organisations or for transition to new external roles or portfolio careers. He also provides leadership and development interventions for individuals and teams following board effectiveness reviews.



Mark Winkle, IDDAS COO Consultant & Executive Coach

Mark is an experienced executive coach for Directors and Senior Executives. His coaching experience covers a wide range of sectors, including a Financial Services focus, with a career spanning Consulting and Executive Management with ITT Financial Services, Chase Manhattan Bank, KPMG, GAN Financial Services and CEDAR TM. Mark is adept at supporting executives who are seeking to broaden their strategic influence and personal impact in the area of organisational and stakeholder dynamics.

Mark has over ten years of executive coaching experience working with a wide range of Directors and Senior Executive across all disciplines and sectors focused on performance development. This has included facilitating organisational strategies at the individual and team level.

Mark is an APECS accredited coach and qualified psychometric assessor. He completed his MBA at Roffey Park and is a qualified NLP Practitioner and certified in the process of Systemic Thinking.



Denise Collis, Executive Coach

Denise's career at the strategic level of International Human Resource Management encompassed a wide range of organisations, from the sharp end with The Ford Motor Company, to lead HR roles in the consultancy sector with Arthur Andersen, The Consultancy Company and Ernst & Young, and went on to achieve a significant presence in the financial and Investment sector with HBSC, Standard Chartered and in her most recent position at the 3i Group where she held the role of Global HR Director.

Denise has a reputation for defining, creating and leading World Class HR functions and driving them to be closely integrated with the business. She is experienced at working with the Board and Top Team providing a sounding board and framework against which the organisational effectiveness and senior development agenda of an organisation can be mapped.

Denise has a strong development and coaching background, has a Diploma in Business Coaching and is a qualified psychometric assessor. She is a member of Advisory Boards of Leeds and Exeter University Business schools, a member of the CIPD Reward Panel and has a passionate interest in the Arts.



Amanda Phillips, Head of Executive Development & Executive Coach

Amanda is an senior level Executive Coach and Consultant who has worked internationally and across a range of sectors including media, education, mining, engineering, telecoms, consultancy, leisure, health care, financial and professional services.

A former member of the PricewaterhouseCoopers global leadership development team, Amanda was also a member of the cross-firm Employment Law & Risk Management Group where she advised senior leaders and HR professionals.

Amanda serves on the Steering Committee of the London Managing Partner / CEO Forum and is a member of the Women in Banking & Finance Executive team. She is a mentor for the ICAEW, and a judge for the European Management Awards.

Amanda is an APECS accredited coach and qualified psychometric assessor. She is a Fellow of the Chartered Institute of Personnel & Development, and holds Masters Degrees in Human Resource Management and Integrative Psychotherapy. Amanda is Coaching Supervisor for the MA in Coaching & Mentoring Practice at Oxford Brookes University Business School.