

Nick Lomas

The motoring world is changing very quickly – vehicle technology, power sources, Government policy, ageing population, consumer buying behaviour, post COVID-19 work patterns etc. - and it is vital that IAM RoadSmart is able to respond effectively to those changes.

I would like to think that my experience as both an advanced vehicle user and in business, means that I can make a positive contribution to IAMR's future during these challenging times should I be re-elected. Cars and driving have always been an important part of my life and career. I want to put something back into the industry that I remain passionately involved in.

I have a background in financial services including in car insurance and finance. Through my current job I am involved with the leisure use of motor vehicles. I would like to see the organisation grow individual car and bike members and associates and through businesses to improve the standards of driving across the UK. Engaged, interested and alert drivers are also safer drivers with the right skills and training. As an associate and since as an Advanced Driver, I have rediscovered the joy, enthusiasm and personal pride which comes from being a safer and better driver.

I'm currently employed as director general of the Caravan and Motorhome Club, with a million members, the UK's largest members' club. I'm closely involved with road safety and car mobility internationally as a member of the FIA (International Automobile Federation) management council. I am a trustee of a UK pension scheme and a board member of the Tourism Alliance.

In my involvement with IAM RoadSmart I have become chair of the Nominations Committee and have applied my skills and knowledge to the Finance and Audit Committee. I look forward to continuing to help with the strategic development of IAM RoadSmart. I understand the volunteer ethos of clubs and associations and am committed to supporting our success through the partnership of staff, volunteers and trustees working together.

Victoria Milford

Victoria is the Founder of Reward Heads, an independent consultancy specialising in Retail, Hospitality and Voluntary sectors. Victoria joined IAM RoadSmart at the end of 2022 as Trustee and Chair of our Remuneration Committee with oversight of People and Reward. She is passionate about ensuring people are rewarded, informed, and motivated in the most appropriate way to deliver organisational objectives effectively.

She is undergoing her Advanced Driving training which enables her not only to improve her driving, but also understand more about what we offer members. She has enjoyed her first year, getting to know the organisation and some of its people, and recruiting new Trustees to help the current group to support the delivery of the charity's 3-year plan.

Tom Kelman

I joined IAM in May 2022 and served as Interim Director of Finance until November 2022 when it was my pleasure to welcome and support Andrew onboard as Permanent Director of Finance. I was then honoured to be invited to become Treasurer, following the retirement of Tony Cearns from the Board, with effect from the beginning of 2023.

Since taking on the post of Treasurer I have worked with the Board and Tony and his Senior Leadership Team to establish and help fund a strategy that is aimed at leading the charity back to a sustainable future. No easy task as we deal with the challenges of an ageing Membership demographic and a challenging economic climate impacting our members and our customers.

I am passionate about the objects of the charity and as a driver experience road safety issues every time I drive and this evidences the continued need for the charity and its core and commercial services.

My profession and skills are as a Scottish Chartered Accountant and I have been employed in the charity sector since 2005 after spending 16 years in the commercial sector after qualifying with KPMG in Aberdeen and London.

During my time in the charity sector I have held Director of Finance and Resources roles supporting a range of professional membership bodies and organisations to pursue their objects in a sustainable way. Since 2020 I have gradually transitioned from permanent employment to interim and volunteering roles using my professional skills where they were valued.

If reappointed I would endeavour to continue investing the necessary time in making sure the three-year plan is a success in collaboration with the Board and the Senior Leadership Team.

Sarah Whiteside-Jones

Sarah is Head of Membership and External Affairs at the Institute of the Motor Industry and is directly responsible for leading membership, marketing and communications, and policy and public affairs within her remit.

Through her current role, Sarah has a deep understanding of the changing technologies seen in vehicles on the roads today and has an appreciation for the knowledge and skills consumers of those vehicles need, in order to be road safe. Because of this and having experienced a personal loss as a result of a road traffic accident, Sarah is passionate to support IAM in their mission to create safer roads for all.

Sarah has worked in the membership sector for 16 years and has held various senior positions since 2015, she comes with extensive experience in strategy development and implementation, change management and member experience. Sarah is passionate about education, membership and helping organisations deliver great member value by placing member needs at the heart of the organisation.

Mark Armitage

Mark left school at 16 into an apprenticeship as an auto electrician. He progressed to a national diagnostic troubleshooter role, before moving into training and development roles for the Automotive sector, where he has spent the last 20+ years. Following management roles at The RAC and Ford Motor Company, Mark joined The Institute of the Motor Industry (The IMI) in 2015, initially leading the UK business development team, before moving roles in 2017 to lead the external quality and assessment department.

Mark's personal development has seen him achieve a Post Graduate in Strategic Management from Loughborough University, he became a qualified personal and business coach during the pandemic, and is currently adding to this with another Post Graduate programme, this time at The University of Chester.

He is now the Group Commercial Director for Autotech Group, a specialised group of companies providing global employers in the automotive sector with talent and technology solutions, including recruitment, internships, training and technology solutions.

Mark specialises in strategy and leadership through collaboration, whilst driving innovative digital solutions to increase operational activities and provide accessible learning and development, all key areas that could really support the future direction of IAM RoadSmart, our groups, volunteers and members.

Rupert Newman

I first got involved with the IAM in 2021 as a way of improving the safety and quality of my motorcycle riding through the 'Advanced Rider' qualification via Coventry and Warwickshire Advanced Motorcyclists. This has in turn enabled me to become a volunteer for the Warwickshire and Solihull Blood Bikes where I volunteer regularly as part of their coverage of the West Midlands area.

As a motorist who drives & rides up to 30,000 miles annually on our roads through a combination of work and pleasure, I am passionate about improving not just the standard and the safety of the roads we all drive on but the benefit of undertaking further learning to improve the awareness and capability of all road users.

I have spent the past 20+ years at a senior leadership & in Board level roles in a variety of organisations both large and small across the retail and healthcare sectors. I now run my own coaching and consulting business & I am passionate about helping people & organisations simplify how they do what they do, so that they can deliver a great job for their customers & members.

I believe I am well equipped to add value to the Board of Trustees as the IAM embarks on the next phase of its development. I have experience across a range of subjects from Membership, corporate governance, communication & engagement as well as a passion for developing great teams – all of which will help me in the role of Trustee.

Having led teams based nationally with several thousand employees, customers and partners it has been critical to ensure that firstly I have understood each groups needs through a combination of listening, insight and first-hand experience so that this can then be translated into a meaningful and actionable strategy.

The IAM is in a unique and privileged position where it has the opportunity to understand the views and needs of its Members, influence those in the position to change legislation and best practice so that ultimately, we all enjoy safer travel.

Angela Bell

I qualified as a solicitor in 1991, having studied law at Queen's University Belfast, and worked in private practice, specialising in uninsured loss claims arising from road traffic incidents, for 9 years. In 2000, I moved to pursue a career in the public sector. Since then I have held a number of senior roles providing legal and policy advice on criminal law issues to the Northern Ireland Administration, and have been responsible for a number of significant pieces of legislation in this area.

I have been a member of IAM RoadSmart since joining the North Down group back in 1996. After passing my advanced test I became a Group Observer and joined the group's committee. Over the course of the following years I qualified as (what was then) a Senior Observer, and became the group Chair. I was then selected to act as the Regional Groups Co-ordinator for Northern Ireland (a voluntary role which preceded the appointment of ASDMs across the UK) and continued in this role

for a number of years. This gave me the opportunity to work closely with the other RGCs and staff and gave me a deeper insight into the wider IAM.

While I was RGC I continued to volunteer with my local group. I trained new observers; I went on the pass my Masters test with distinction; became a Masters mentor; a National Observer; a National Observer Assessor; and a member of the National Training Team.

I feel as though I have grown up with IAM RoadSmart playing an important part throughout my adult life, and am very proud and excited to have been appointed as a Trustee and standing for election at this year's AGM.

As I move to this exciting new phase of my relationship with IAM RS, recognising the challenges we face going forward, my priorities include:

- working to help sustain and grow IAM RS, strengthening its position as the voice of authority on road safety issues across the whole of the UK;
- ensuring that regional concerns and differences across all regions of the UK are recognised, contributing to an IAM RS which is truly inclusive and accessible to all; and
- working to attract more younger members. As a Mum of two relatively new drivers, I am acutely aware of the risks our younger and less experienced drivers face. I want find ways to share the knowledge we have to help keep them safe.

I want to see an adaptable IAM RS which is attractive and relevant to all road users – those who enjoy driving; those who want to enjoy driving; those with an interest in road safety; those who just want to be better drivers and those who love a challenge!

Thank you for trusting me to take on this important role.

Mark Powell

I am a full member of IAM RoadSmart and a Motorcycle National Observer. I set out on my IAM journey to become a safer and better motorcyclist, and am now able to coach others to achieve the same standard. I have a passionate belief in the benefits of education and training in developing individuals, organisations and society.

I have extensive experience of membership organisations, having spent twelve years as a Director of the Royal Institution of Chartered Surveyors (RICS) and have been supporting the Association of Accounting Technicians (AAT) for over ten years, five years as an independent advisor and five years as a Trustee/Council member.

I have had business leadership roles across IT, finance, education and training including full responsibility for setting up and running the global education and training arm of the Royal Institution of Chartered Surveyors.

My non-executive experience includes CSTT, an organisation which supported young people from disadvantaged backgrounds into construction and real estate, Association of Accounting Technicians (AAT) a £30m charity and professional body guiding many on their first steps into accountancy, and Chair / Trustee of our local scout group.

The role of the Trustee is balanced between governance and strategy, and I have contributed across both areas with AAT as a Council member, Vice Chair of the Management Board and as a member of the Remuneration Board.

Two years ago I took early retirement from the corporate world to focus on voluntary roles where I can give something back. This means I would have appropriate time available to commit to IAM RoadSmart as a Trustee.

I am keen to offer my skills and experience to help IAM RoadSmart build and grow, and would welcome the opportunity be elected as a Trustee with IAM RoadSmart.