

'Bolstering and Balancing Your Technical and Soft Skills' Speakers' Panel

Monday 21 May, 2018

What is the event about?

Technical skills (defined as the ability to carry out tasks associated with technical roles such as IT, engineering, finance, IT, manufacturing and R&D that includes programming, project management, data analysis and use of specific technical tools) are important for every company to develop in its workforce. Technical skills are not only required in technical roles but also increasingly in non-technical roles such as digital marketing and customer services. The company that has acquired and developed these skills is well placed to succeed, especially in a rapidly changing world.

However, bolstering technical skills is not enough and should be accompanied by and balanced with soft skills like creativity, analytical thinking, teamwork, verbal and written communications, time management and leadership. The successful company will get the amount and balance right.

The speakers' panel brings together business leaders who talk about how they have built and balanced the technical and soft skills of their workforces and in so doing established competitive advantage and driven growth.

The panel will include business leaders from Diamond Logistics, SafetoNet and Sensory Dimensions.

How will you benefit?

Participants attending the event will find out how a variety of businesses from different sectors have developed the technical and soft skills of their workforces.

Participants will also be able to engage with peers and speakers during networking before and after the presentations.

Where:

Henley Business School Room G15,
University of Reading Whiteknights Campus,
RG6 6UD

How to get to us:

<http://www.henley.ac.uk/about-us/how-to-find-us-whiteknights/>

Registration: <https://www.eventbrite.co.uk/e/bolstering-and-balancing-your-technical-and-soft-skills-speakers-panel-tickets-44883395444>

Programme

- 17:00** Arrival and Registration
- 17:30** Welcome and Introduction
Jurek Sikorski Executive Director,
HCfE Henley Business School
- 17:45** Presentations
Kate Lester CEO of *Diamond Logistics*
Sharon Pursey CEO of *SafetoNet*
Tracey Sanderson CEO of *Sensory Dimensions*
- 18:15** Q&A - moderated by **Jurek Sikorski**
- 18:45** Summary
- 18:50** Future Events and Announcements
- 19:00** Refreshments and Networking

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Speakers



Tracey Sanderson, Managing Director of Sensory Dimensions Ltd

Tracey Sanderson is Managing Director at Sensory Dimensions Ltd, where she leads a team working with leading food, beverage, home, personal and healthcare companies to help them shape their products using sensory and consumer research. Tracey began her career as Sensory Analyst Leatherhead Food RA (now Leatherhead Food International) after graduating in Food Science from The University of Reading. She worked at RSSL/Cadbury as Sensory Manager, and has been at Sensory Dimensions for eight years.



Sharon Pursey, CEO of SafeToNet Foundation and co-founder of SafeToNet

Sharon is CEO of the SafeToNet Foundation and co-founder of SafeToNet, which provides expert information and intelligent tools that empower Informed and Collaborative Safeguarding, setting the standard for e-safety. She currently leads a team in developing projects and initiatives in the online safety industry, as well as running partnership and philanthropy programmes for charitable organisations including SaferLondon. Sharon has 20 years of experience in business development, investment and strategic planning and has been recognised as a Rising Star by the Women in Business Award 2017, as well as being shortlisted in the Women in IT Awards 'Woman of the Year' category. She has been internationally acclaimed for her work in helping to safeguard children online, recently winning both the Go Ignite Global Call and KPMG's Best British Mobile Start-Up in 2017 at Mobile World Congress in Barcelona.



Kate Lester, CEO of Diamond Logistics

Kate is the multi-award winning CEO of Diamond Logistics, the fastest growing courier company in the UK. Kate is a previous winner of the Real Women in Business Awards for Entrepreneurship and recipient of the Ruban d'Honneur for Entrepreneurship at the European Business Awards. Kate started her own business aged just 20 and is fascinated and passionate about the power of self-employment and its ability to propel people in to the stratosphere, regardless of background or education. Her determination to share her expertise with her fellow entrepreneurs and to those wanting to encourage entrepreneurialism in their organisations is borne from her desire to motivate and inspire, helping other entrepreneurs to learn faster and enjoy the journey.

Host and Panel Moderator



Jurek Sikorski, Executive Director of Henley Centre for Entrepreneurship (HCfE), Henley Business School

Jurek is chairman of several start-up and small businesses and a specialist in customer acquisition. He has over 30 years' experience in the pharmaceutical, medical devices, in vitro diagnostics and biotechnology industries, working for SMEs and multi-national corporations. This includes senior roles in sales, marketing and general management. He was previously Chief Executive of SRS Technology Group Plc (which he led to an IPO), CantabPharmaceuticals Plc and Proteus International Plc, as well as Sales and Marketing Director at Smith and Nephew Medical, a FSTE 100 medical devices company.

Twitter:

Send your comments and questions via Twitter:
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 @HenleyBSchool

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