Institute for Collaborative Working

ICW Associate Profile

John Osborne – Associate Director Training

Summary

An experienced Director and General Manager. Industry experience includes manufacturing, building and DIY product sales and distribution, publishing and information services, national and international standards development and distribution, management system certification and accreditation. Auditing and compliance experience.

Key Experience

General marketing management in branded building and DIY products manufacture and distribution. EMEA Product Marketing Manager for BSI management systems, training and certification services. Developed, introduced and delivered new training and certification assessment products. Managed partnerships, to increase the product range and geographical reach of BSI training services. Launched BS 11000 certification and assessment products for BSI within the EMEA region. Sales and Marketing Director, BSI Standards, with responsibility for profitable growth of publications, information services and membership. John has completed several training and gap anlysis events for the ICW.

Key Qualifications and Professional Memberships

- MBA
- Dip.M
- Member of Chartered Institute of Marketing
- Institute of Leadership and Management (ILM) Facilitator Accreditation for BS1100