



Partneriaeth Sgiliau Rhanbarthol  
Gogledd Cymru

North Wales  
Regional Skills Partnership

# Our speakers

In order of appearance





**Bethan  
Williams Price**  
Facilitator

Bethan is an experienced journalist and broadcaster who worked for BBC Wales News for over 25 years. As a broadcaster, she worked for Radio Cymru news and Newyddion on S4C and covered major news stories.

She is also the former Head of Centre, North for BBC Wales responsible for and leading over a 100 staff across north Wales.

Bethan lives in Gwynedd and now works as a freelance communications consultant. She also works as an Associate with the Consultation Institute.



# David Roberts Chair and The Alternative Board

David runs The Alternative Board (TAB) in North Wales, supporting business owners and directors of regional SMEs through 1-2-1 coaching and participation in peer advisory boards. He is a non-executive director of PetroStrat Ltd, a geological services company based in Conwy.

Prior to setting up TAB in 2015, David had a successful career in senior Human Resources roles in the automotive, electronics, and natural resources sectors. This included ten years as a director of Wood Mackenzie which grew to 950 staff across 20 locations globally and a turnover of over £200m.

David chairs the North Wales Regional Skills Partnership (RSP) a body that plays an important role in identifying skills priorities, shaping government policy, and aligning supply and demand for skills and employment across all sectors. He is also chair of the Institute of Directors (IoD) in North Wales.



Craig Weeks  
JCB

Craig is Operations Director at JCB Transmissions looking after 600 people and delivering over 135,000 axles & gearboxes annually. He has been with the company for over 27 years in various roles, over the last 2 years as a Senior Leader he has increased productivity by 19% and focused on shop-floor engagement, development, diversity and trained over 500 employee's mental health awareness.

Craig is passionate about developing himself, his team, and the community, he wants to give the best opportunity to grow and develop as he has. He is also passionate in securing and creating jobs to ensure the next generation have a good future, achieve this by collaboration of schools, colleges and other businesses.

Craig wants to leave a legacy where employees and local people have opportunity to grow, develop and be successful in a safe environment.



**Alwen Williams**  
Ambition North Wales



Alwen took up her current role in January 2020 and with her team, she is tasked with leading the North Wales Growth Deal and delivering the Growth Vision for the region.

Prior to this, Alwen had a 24-year career with BT plc and infrastructure provider Openreach Ltd in a range of different strategic and operational leadership roles. In her career within the private sector Alwen developed expertise in strategic communication, marketing, internal communications, change management, public relations, public affairs, employee engagement and human resources. She also gained operational leadership experience in service delivery with responsibility of leading a large, field-based team of engineers.

Alwen lives in Mold, with husband Damian. She regularly participates in fundraising challenges and is a volunteer member of the Princes Trust Wales advisory council. She is also a member of the Open University's Wales advisory board.



**Nia Bennett**  
effectusHR / Urdd  
Gobaith Cymru

Nia is the Director and Principal Consultant of HR & OD Consultancy effectusHR which undertakes work for organisations as well as Coaching Senior Managers and Executives. Nia has over 30 years' experience of working in HR Business Partnering roles and at Executive Director level, prior to establishing effectusHR in 2016.

An active voluntary member of CIPD Wales, Nia is part of the CIPD Leaders Group. Nia assisted in establishing and running a CIPD Wales network for Senior Practitioners to provide support during covid and beyond. Nia has been a judge and Chair of judging panels for the CIPD Wales Awards since 2018.

Nia volunteers with Urdd Gobaith Cymru, having started on their advisory Personnel panel in 2011. Nia was co-opted onto the Board in 2020 and was part of the Emergency Working Group with full delegated authority as a direct result of Covid. Nia became an elected Trustee in 2021, elected as Vice-Chair in 2022 and Chair of the Board in December 2023.



**Michael Learmond**  
FSB

Mike Learmond is Senior Development Manager for the Federation of Small Businesses in Wales, with responsibility for North Wales.

FSB is the UK's largest campaigning pressure group promoting and protecting the interests of the self employed and owners of small firms. FSB supports members through a range of benefits that are designed to save members money and protect against tax and legal problems.

Mike is responsible for ensuring that the needs of small businesses are a high priority on the political agenda and to signpost FSB members where to obtain help when they need it.

He is spokesperson for FSB in North Wales and his role includes lobbying politicians on behalf of smaller businesses, dealing with the media, representing the FSB at various groups and events, and supporting volunteers who organise everything from networking evenings to political debates for FSB members throughout the region.



**Dafydd Bowen**  
Menter a Busnes

With over 10 years' experience in HR and OD, Dafydd supports leaders to achieve business goals through their people which includes, organisational and staff development.

Originally from Clydach in the Swansea Valley, Dafydd started his career in Leicester after graduating from Cardiff University with a master's degree in occupational psychology.

After becoming Head of HR at a start-up recruitment firm, he oversaw its rapid growth to become a thriving SME of around 80 employees across three offices, with all the people-related and developmental challenges that brought.

Dafydd and his young family then relocated back to South Wales to work for Cardiff University before joining Menter a Busnes in 2021. He is a Chartered Member of the CIPD and holds a Postgraduate Certificate in HR Management.



Lesley Richards  
CIPD



Lesley is responsible for representing the CIPD in Wales and the 7,000 members across the nation. She focuses on influencing policy, building partnerships, and delivering for members.

Lesley has a long history with the CIPD, joining the South East Wales branch as a student member.

Before joining the CIPD, Lesley spent 25 years working in HR, both in professional services and her own consultancy business. She also spent eight years as Group Executive HR Director for one of Wales' leading marketing and communication consultancies.

Lesley continues to run her own HR consultancy with a client base which spans the private, public and not for profit sectors.