



INSTITUTE OF  
BREWING &  
DISTILLING

# IBD Trustee Appointment Brief

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## Section 1: Executive Summary

Thank you very much for your interest in the role of Trustee at the IBD. We hope that you will find this pack informative, and that it will help you to decide whether whether the IBD is an organisation that you would like to work with.

The IBD is looking to appoint 3 new Trustees at our Annual General Meeting in September.

We are particularly looking to attract individuals with experience in one of the following areas;

- Governance with experience gained in an executive, board or committee role with a view to being elected as Secretary to the IBD Board, or
- Finance gained in an executive role, or
- Marketing and Communications gained in an executive role, or
- Change Management, Human Resources or Digitalisation gained in a leadership role.

We are also looking to attract individuals who are interested in becoming an Honorary Officer. The Officers are The President, Deputy President, Immediate Past President and Treasurer.

The IBD is at an important milestone in the our history following the recent granting of chartership status and as a valued member of our Board, you'll play a crucial role shaping the future of the organisation.

If you would like to be a part of this exciting journey then we would love to hear from you.



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## Section 3: Introduction

“Thank you very much for your interest in the role of Trustee at the IBD. We hope that you will find this pack informative, and that it will help you to decide whether the IBD is an organisation that you would like to work with.

It is the IBD’s vision to be the global leader of sustainable professional education and development in the brewing, distilling and allied industries. It is this ambition and passion that guides us in our pursuit of excellence for the IBD.

My focus is very much on Board leadership and prioritising the growth and development of the IBD. Together with the Board, a key area of concentration will be promoting membership engagement and value at this important milestone in the IBD’s history following the recent granting of chartership status.

The achievement of Chartership is a defining moment in our history as an organization and represents the highest accolade for professionals working within our industry, providing rightful recognition and respect of the science and art of brewing and distilling across the globe.

We are proud that the IBD continues to be recognized amongst the top 2-3% of UK charities and believe that our chartered status will step change the IBD’s standing in public trust and confidence. Furthermore, it will build recognition in the global drinks industry for its importance to society and the economy, reinforcing the credibility of the IBD in delivering excellence in professional education & development.

Whilst a great amount of work has been carried out to achieve this status to date, the next leg of this very important journey starts now to secure the continued leadership of the IBD as the industry-leading standard and qualification of choice for professionals, globally.

If you would like to be a part of this exciting journey then we would love to hear from you.”



**Dr Megan Sheehy**

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**President**

**The Institute of  
Brewing & Distilling**

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## Section 4: Who We Are



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The IBD is internationally recognised for its charitable mission to support education and professional development in the brewing and distilling industry

[www.ibd.org.uk](http://www.ibd.org.uk)



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The Institute has a turnover of c. £3m, 21 staff (excluding a further 60 contracted examiners and tutors), 3,300 members and around 4,000 exam candidates per year 90 countries.



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Membership of the IBD incorporates seven Sections of organised groups of members based upon geographical areas.

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**We are looking for 3 new Trustees to support leading our organisation, who share our values around lifelong learning and our vision of making this accessible and affordable in all parts of the world.**



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We have invested heavily in technology and have successfully established a fully online model for our courses. As such, our new Trustees will be keen to work with the Board and Executive to lead us through the next stage in our development. Challenges will include creating new programmes of short courses, building strategic partnerships with other similar organisations, providing ‘academies’ for larger organisations, adapting courses for international markets, developing products for the craft industry as well as taking us through the final stages of transitioning to a new Chartered organisation.



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It is also important to us that our Trustees understands the value of our members and develops a strong strategic approach to their acquisition and retention. With representation on our Council, members are key to our social purpose and regional Sections arrange regular educational events for both members and non-members alike. The Sections also provide grants to support individuals who need financial support for educational activities.



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Our industry has a proud tradition of sharing and helping each other, and the goals for the Trustees will be to guide and support the Executive to build online international communities so that we can connect our members wherever they live in the world, establishing strong engagement and a programme of voluntary mentoring for professional development.

## Section 5: Our Vision, Mission and What We Do



- Our core purpose is – The Delivery of sustainable, professional education that *engages, connects* and *transforms* for high performance outcomes.
- Our vision is to be the world's leading provider of professional development in brewing, distilling and related industries.
- We do this through an aligned and integrated approach incorporating Membership, Learning and Development and Professional Qualifications.

## Section 6: Our People



**Dr Megan Sheehy**

*President*

Megan is the IBD's second successive female President and the fourth woman in this role in the history of the organisation. Megan illustrates the global reach of IBD with strong roots and high engagement in the Asia Pacific region where she has had a varied career in brewing, malting and brewing science.



**Tom Shelston**

*Chief Executive Officer*

Tom has a wealth of experience in developing membership organizations and forming high-value partnerships. With a breadth of experience in strategy development, operations and commercial delivery, Tom brings to the Institute a strong set of skills that complements the IBD Trustees' expertise.



**Bhavya Mandanna**

*Immediate Past President*

Bhavya is the Immediate Past President and the third female President of the IBD. Bhavya is a strong innovator with an entrepreneurial mind set who has a proven track record of leading the supply chain delivery of large-scale, complex operations, and major strategic, global pilot projects.



**Raphaël Grisoni**

*Deputy President*

Raphaël is an international drinks industry leader with a wealth of experience in the Scotch whisky, champagne and rum industries. He has extensive commercial expertise and brings to the IBD Board considerable knowledge in brand strategy and marketing, commercial development, operations, CSR and multicultural management.



**Sandra Stelma**

*Trustee*

Sandra is an expert in beer production and Research and Development in brewing and distilling. With an international background and extensive experience in different brewing cultures and insights, Sandra represents the global community of professionals who wish to excel in their careers with the technical knowledge that the IBD provides.



**Prof. David Cook**

*Trustee*

David is Professor of Brewing Science at the University of Nottingham and liveryman of the Worshipful Company of Brewers. He brings to the Board the expertise on modern educational standards that will enable the IBD to develop its value proposition and support the IBD Chartership endeavours.



**Will Calvert**

*Honorary Treasurer*

Will is the chairman of Windsor & Eton Brewery, bringing strong technical brewing expertise and an excellent professional network that crosses over both the mainstream beer and craft sectors. During a varied career Will has worked in a number of roles in Production Management, Industrial Engineering and as a Financial Controller. Will is a Fellow of the Chartered Institute of Management Accountants.



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## Section 7: The Role

As a valued member of our Board you'll play a crucial role shaping the future of the organisation. You'll be a strategic thinker, a passionate advocate, and a champion for maximising the impact of our professional education.

### Provide Strategic Guidance

- Provide strategic insight and analysis to support the IBD leadership to identify areas of greatest need and opportunity.
- Collaborate with fellow Board members and staff to develop and implement strategic plans that align with the IBD's mission and vision.
- Ensure the effective allocation of resources to achieve the maximum impact.

### Champion Good Governance

- Review policies and procedures related to financial management, risk management and compliance.
- Provide constructive feedback and guidance to ensure the organisation's long term sustainability.
- Uphold the highest ethical standards and ensure the Institute operates with transparency and accountability.
- Ensure adherence to the Institutes governance framework, legal guidelines and policies to maintain the Institutes legality and business ethics.

### Develop Our Professional Educational Responsibilities

- Leverage your professional network and expertise to support the overall aims of the institute.
- Provide insights and guidance to the Examination Board and Education & Professional Development teams on effective strategies and member, candidate and student engagement.

### Diversity, Equity & Inclusion

- Build a highly inclusive culture which ensures employees and volunteers thrive and the Institute's outcomes are met.
- Champion the Institute's commitment to DE&I across the organization.

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## Section 8: Person Specification

### Knowledge and Experience

- Experience of working collaboratively within a committee or board structure.
- Track record of providing support and constructive challenge on the design and delivery of the strategy.
- Experience of working within the brewing, distilling and allied industries or relevant academia.

### We are looking to attract individuals with experience in one of the following areas:

- Governance with experience gained in an executive, board or committee role with a view to being elected as Secretary of the IBD Board or,
- Finance gained in an executive role, or
- Marketing and Communications gained in an executive role, or
- Change Management, Human Resources or Digitalisation gained in a leadership role.
- We are also looking to attract individuals who are interested in becoming an Honorary Officer. The Officers are The President, Deputy President, Immediate Past President and Treasurer. Please see the Honorary Officer Job Description in Section 7.

### Skills, Abilities and Personal Qualities

- Ability to work as part of a team and to accept corporate responsibility.
- Proven ability to think strategically and exercise independent judgement.
- Ability to probe facts, challenge assumptions and identify the advantages and disadvantages of proposals.
- Ability to be diplomatic whilst willing to remain steadfast when expressing opinions.
- Ability to communicate effectively and to act as an organisation champion with all.
- An understanding and acceptance of the legal duties, responsibilities and liabilities of Trustees.

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## Section 9: Specific Job Description

Honorary Officer Job Description: (Deputy President, President, Immediate Past President).

The post holder should:

- Be a high-profile, inspirational leader with an international reputation, and drawn from the global membership of the IBD.
- Agree to serve for a period of six, or by exception five, years, elected annually at the AGM, with two years as deputy-president, one (by exception)/two years as president, (then two years as past president).
- Be drawn, alternately wherever possible, from the UK and 'overseas' sections, being selected on a periodic basis, where possible, from each major wings of the profession, namely scientific research, brewing, distilling and equipment/material supply organisations.
- Drive the IBD with courage, conviction, influencing skills and demonstrate a strong, yet inclusive, leadership style.
- Attend, and chair when President, the Board of Trustees and Council meetings, together with other meetings (via Video Conference or Face to Face, as required) called throughout the year.
- Represent the IBD in an ambassadorial role either through correspondence, in person or in an online capacity.
- Give sufficient time to the IBD to discharge their responsibilities effectively: this includes Council (3 a year) and Trustee meetings (4 a year), training days, preparation for meetings, and sitting on /or chairing Board Committees.
- The CEO and Chair of the Board of Examiners are responsible to the Board and report into the President which involves an additional time commitment.

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## Section 10: Terms of Appointment

- All applicants will need to be current members of the Institute of Brewing & Distilling.
- IBD Members can nominate potential Trustees who will require endorsement by two current members of the IBD.
- Each IBD Section may propose candidates for election to the role of Trustee.

The Nominations Committee will consider the candidates being received from Sections or Members.

In the event of insufficient candidates being received from Sections or Members, the Nominations Committee will conduct a search and identify suitable candidates.

Following formal election by the Membership at the Annual General Meeting in September the trustees will be expected to:

- To serve for, up to a maximum of six years.
- Travel to Head Office in London or other locations, as needed – generally once per year.
- Have sufficient time to give to the IBD to discharge their responsibilities effectively: this includes Trustee meetings (4 meetings/year), preparation for meetings, training days, sitting on /or chairing Board Sub-Committees, a total of at least 12 days per annum.

## Section 11: How to Apply

- Candidates or nominations should apply by sending a CV and cover letter to [nominations@ibd.org.uk](mailto:nominations@ibd.org.uk).
- If you'd welcome an initial conversation, please contact [tom.shelston@ibd.org.uk](mailto:tom.shelston@ibd.org.uk)
- The closing date for nominations via the Sections is Friday 3rd May.

### Data Privacy

By applying for this position you are consenting to the personal data that you submit to being used in the assessment of your suitability for the role. Please refer to the IBD's Privacy Policy at <https://www.ibd.org.uk/privacy-policy/> for more information.