

Dear Colleagues

23 April 2021

Despite the pandemic, we have continued to press forward with organisational changes that followed the review of our operating model in 2019. This has led to a number of new senior level appointments – both internal and external – as well as a number of departures.

This note serves to summarise the key changes following our last update in November 2020. When looking at it all together, you will see that there have been a lot of changes over the last six months. I would like to thank you for your resilience, focus and support during this period of transition.

It is worth reminding ourselves that these changes have been driven by the need to line up our senior leadership team behind our new operating model which was designed to strengthen our relationship with donors; modernise and extend our E2E operations; take a more proactive approach to driving improvements across the system; and ultimately save and improve more lives.

We've recruited some amazing new talent and made a number of internal promotions. We've also had to say goodbye to a number of colleagues who will be greatly missed, but who leave behind a wonderful legacy from their time working with us.

Please join me in welcoming our new joiners, congratulating our internal appointments, and wishing well to the colleagues who will sadly be leaving us.

Thank you

Betsy

Executive Team

Katie Robinson has recently accepted a new role within the Civil Service. A departure date will be announced once we have decided how to backfill her role as Director of Strategy and Transformation. I want to thank Katie for establishing this new directorate within NHSBT and for leading changes to governance and risk, project and programme management, business planning and Board reporting – all areas that had been highlighted by the Board as needing improvement. We have made good progress this year, leaving solid foundations on which to build for the future.

Rosna Mortuza – in her role as Chief Diversity and Inclusion Officer – will be picking up oversight of our Heads of Centre. This change reflects the important role that we want and need our Heads of Centre to play in fostering inclusive communities and making NHSBT a great place to work *for everyone*.

Katherine Robinson has been on secondment to the Vaccine Programme since January but has decided to leave NHSBT when this comes to an end given the reorganisation of the People Directorate which is currently underway. Katherine has made a tremendous contribution to NHSBT over the past 14 years and we wish her all the best in her new endeavours.

Strategy and Transformation

On 1 April, the Corporate Communications and Internal Communications teams transferred into the Strategy and Transformation Directorate to form a unified Communications function, led by **Steve Park**, Assistant Director, Corporate Communications.

Richard Rackham is currently seconded to work at NHS England and Improvement on the vaccines programme. Tom Cowdrey has stepped up to provide broader leadership cover on business continuity and coordinating our COVID response while Richard is on secondment. Katrina Smith is providing oversight and support to the risk team.

Blood Supply

Dean Neill has been appointed to the new role of Assistant Director of Performance, Planning and Stock Management as of 19 April. This was one of the roles announced in the new Blood Supply Operating model structure.

Clinical Services

Dan Hollyman has been appointed Director of Cellular Therapies, reporting to Gail Mifflin, following an external recruitment process. His responsibilities include:

- Cellular and Molecular Therapies (CMT) including our national network of laboratories undertaking routine stem cell processing and the manufacture of advanced cell and gene therapies;
- Stem Cell Donation and Transplantation (SCDT) including the British Bone Marrow Registry and the NHS Cord Blood Bank; and
- Therapeutic Apheresis Services (TAS).

Laura Hontoria Del Hoyo has been appointed Director of Pathology, also reporting to Gail Mifflin, after an external recruitment process. Laura is currently on secondment to DHSC where she has been leading plasma policy development but is expected to take up her new post in May. **Andrea Harmer** has done an outstanding job leading the function on an interim basis and will continue to develop our genotyping strategy, in addition to continuing her H&I responsibilities.

Dr Farrukh (Farrah) Shah has been appointed Medical Director of Transfusion post following a competitive recruitment process and will be joining NHSBT from 1 July 2021. She will be an integral part of both the Clinical Services and Blood Supply senior teams and will develop and lead the newly created Transfusion team to take forward the Transfusion 2024 strategy. Farrah is currently a Consultant Haematologist and Chair of the Blood Transfusion Committee at the Whittington Health NHS Trust. She is an international expert in treating people with Thalassaemia and Sickle Cell Disease. Nationally, Farrah is Chair of the UK Forum on Haemoglobin Disorders and of the National Haemoglobinopathy Register working with NHSE/I, she also has an active research portfolio.

Edwin Massey is now on a career break to join the Welsh Blood Service as Deputy Medical Director from 6 April 2021. This is an exciting opportunity for Edwin, and we wish him all the best in the new role.

Nick Watkins left NHSBT at the end of December following changes to the operating model in Clinical Services. As Assistant Director for Research and Development, Nick oversaw the creation of four National Institute for Health Research (NIHR) funded Blood and Transplant Research Units (BTRUs) which have become centres of research excellence in Transfusion and Transplantation.

Catherine Howell will also be leaving NHSBT at the end of June as her role as Assistant Director for Commercial & Customer Services was disestablished as part of the organisational changes in Clinical Services. In her 27 years with NHSBT, Catherine has made a demonstrable contribution to our organisation, which was recognised when she received an OBE for her services to nursing and healthcare in 2017.

With Catherine leaving, we are now in the process of recruiting to the Chief Nurse and Lead for Corporate Clinical Governance. The Patient Blood Management and Hospital Customer Services teams will report to the Medical Director, Transfusion going forward.

Donor Experience

The Donor Experience team has been restructured under four new Assistant Directors:

Mark Croucher has been appointed Assistant Director, Donor Experience Services, responsible for all online and offline experiences for our donors. His team will work closely with DDTS, Blood Supply and OTDT for delivery of these services. Mark joins us from Virgin Atlantic Airways where he worked for over 20 years, most recently as Head of Customer Experience at Virgin Holidays.

Terry Omiyi has been appointed Assistant Director, Direct Marketing and Contact Centre. Terry is responsible for all direct communication to the donor, as well as being responsible for donor service, compliments and complaints across all channels. Terry's previous roles include time with the Post Office as an internal consultant and at Sky UK as Head of Direct Marketing.

Lynne Willdigg has been appointed Assistant Director, Donor Planning, Insights and Transformation, Lynne joins us from Scotland's National Blood Transfusion Service where she was Assistant Director, Donor & Transport Services.

Helen Duggan has been appointed Assistant Director, Donor Campaigns, Advertising and Creative Services. Many of you will remember Helen from last year when she was seconded to NHSBT from Public Health England to lead our Organ Donation campaign. Helen will be joining us from 14 June. **Kevin Anderson**, who has been leading the Community Engagement team on the Convalescent Plasma programme, will be filling in for Helen on an interim basis until she arrives.

Finally, **Altaf Kazi** is our new Head of Partnerships. Altaf joined NHSBT last summer and many of you will have worked with him in his current role as our Head of Faith & Belief Engagement. Previously he worked at Muslim Aid as head of their UK programmes, at the National Zakat Foundation as Head of Marketing and Fundraising, and originally with Birmingham City Council in their housing division.

John Latham has left NHSBT following changes to the operating model in Donor Experience. We would like to thank Jon for his invaluable contribution to NHSBT over the last 11 years.

Quality

Helen Gillan has been appointed Assistant Director, Quality and Regulatory Compliance following an external recruitment process. Helen took up the role on 1 March. Helen has a strong background in quality assurance within NHSBT and the British Standards Institute and has successfully led Tissue and Eye Services for the past nine years.

Fidelma Murphy has recently left NHSBT to take up an exciting new role as the Director of Quality for the New Zealand Blood Service and we would like to thank her for her contribution to NHSBT and wish her all the best in her new role.

Organ and Tissue Donation and Transplantation

John Richardson has been appointed Assistant Director – Organ Donation. This portfolio will focus on the operational delivery of the organ donation pathway and to that end we have brought the ODT Hub and Information Services Team to sit within Organ Donation, alongside their operational colleagues.

Following Helen Gillan's transfer to the Quality Directorate, **Kyle Bennett** will be acting up into the role of Assistant Director, Tissue and Eye Service on an interim basis. We shall look to advertise and appoint substantively into this role within the next few months.

To align our structure with those of colleagues in the Blood Donation and Clinical Directorates we have created a Chief Nurse – OTDT role. **Olive McGowan** has become OTDT's Chief Nurse, undertaking the Chief Nurse duties in addition to Education and Governance. Olive has also taken over leadership of the Donor Records Department.

Karen Quinn continues to lead our UK Commissioning function and in addition will develop the Service Development function within her portfolio. **Ben Hume** will now focus on strategy and transformation taking the ODT and TES strategies forward and developing ambitious road maps and delivery plans to realise our strategic vision. Ben will also lead the now merged OTDT Performance Team.

Finance

Eugene Cook retired from his role as Assistant Director Procurement on 31 March 2021. Recruitment has been underway for the role of Commercial Director, replacing the AD role but adding to it a need for greater stakeholder engagement and to incorporate leadership for managing supply chain risk. We hope to announce the new Commercial Director very soon.