Applicant B

Lancashire Health and Wellbeing Board

## Representation Request

I am keen to contribute further, and I wish to join the Lancashire Health & Wellbeing Board (Lancashire HWBB). And as such this is my representation request. Having read the terms of reference, below is a summary that will give you a better understanding of my core skills and competencies.

Professional Summary:

Accomplished and enterprising Director, expert in defining and executing robust business/revenue growth strategies by providing strategic insights into consumer, user, customer and market needs.

Key strengths include:

Building trusted relationships with key stakeholders, clients and partners whilst communicating complex business strategies and best-in-class performance. Leading, empowering, mentoring and developing high performing cross-functional teams to drive organisational improvements and maximise engagement; delivering business-critical change and transformation across people and processes to deliver sustainable results in highly pressured environments. I possess strong commercial, digital and financial acumen that assist the development of value-add strategies to meet demanding budget parameters, service expectations and organisational performance objectives.

Please shout if there is anything additional you require.

Thanks, and I look forward to hearing from you soon.