



Guest Speaker Profiles

We are indebted to the guest speakers supporting the event.



Ian Bruce

**Director of CASS
Centre for Charity
Effectiveness, Chair of
KnowHowNonProfit
and formerly CE of RNIB**

Professor Ian Bruce CBE, is the founder Director of the Centre for Charity Effectiveness at London City University's Cass Business School (Cass CCE) and Vice President of the Royal National Institute of Blind People (RNIB). Cass CCE runs 5 part time postgraduate degrees in charity/nonprofit work (management and leadership, marketing and fundraising, finance, grantmaking, and overseas aid management); undertakes research, consultancy, professional development and mentoring, and is launching an on-line learning resource for nonprofit workers KnowHow NonProfit

Previously he was Director General of RNIB, Assistant Chief Executive of the London Borough of Hammersmith and Fulham, Chief Executive of Volunteering England, Assistant Chief Executive of Age Concern England, a marketing manager with Unilever and an engineering apprentice with Courtaulds. He was 29 when he became CEO of Volunteering England and has since been the founder or co-founder of 7 voluntary organisations.

He has written extensively on charity marketing, strategic planning, fundraising and other aspects of charity management and leadership, as well as on blind and partially sighted people, older people and contemporary arts and artists. His book "Charity Marketing – Meeting Need through Customer Focus" is in its third edition.

He has an Honorary Doctorate from the University of Birmingham. He was awarded a CBE in 2004, was the first charity chief executive to be made a Companion of the Chartered Institute of Management (1991), and is the first person to have been elected to the Outstanding Achievement Awards of both the National Charity Awards (2001) and the UK Charity Awards (2003)



Ruth Liserge

**Visiting Fellow and
Head of Governance
Practice, Cass Centre for
Charity Effectiveness**

Ruth Liserge is the Head of the Governance practice within Cass CCE and a Visiting Fellow at Cass Business School. Ruth Liserge is an experienced voluntary sector chief executive and trustee of a range of organisations. She has served as the Chief Executive of both a UK front line organisation and of a national policy and research (mental health and learning disabilities) foundation. She has extensive experience in facilitating action/peer learning groups for chief executives and senior managers, as well as talent and management development. She co-authored NVCO publications 'Tools for Tomorrow' and 'Getting Ready for Enterprise' and taught on the Cass Business School MSc in Voluntary Sector Management. Her own consultancy Ruth Liserge Partnership Ltd offers coaching for chief executives and chairs. She is currently a trustee of the London Film School and the Bishopsgate Institute.



Ralph Michell

Head of Policy, ACEVO

Ralph is Head of Policy at the Association of Chief Executives of Voluntary Organisation (ACEVO).

ACEVO has been a champion of effective third sector governance over the years, and continues to push for, and support its members to achieve higher standards of governance in the sector.



Claire Farmer

**Head of Operations,
Charity trustee Network**

Claire Farmer joined CTN at the start of June 2007 as Head of Operations, having previously worked in a variety of charities, including in the areas of regeneration, supported housing and asylum. She spent 4 years working at the Charity Commission, most of which involved carrying out Review Visits to charities. Claire is also a trustee of Bishop Creighton House Settlement, a multipurpose community centre in Fulham, London.

