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BUSINESS

## Appointments and a promotion add to science park team

EXETER Science Park has strengthened its management team with new appointments and promotions.

The appointments have been made across a number of areas of the organisation.

Matt Roach has joined as head of operations, having been managing director of Exeter Airport for nine years, and will work to help develop and implement the organisation's strategy for growth.

He will also be working with the client services team to develop the food and drink and community services offer, and in particular with David Morgan, who has been promoted to client services team leader.

Richard Northcott has been appointed front of house assistant, and Anne Beadon has joined the team as executive assistant to the chief executive as maternity cover.

Chief executive Sally Basker said: “We're delighted to welcome Matt, Richard and Anne to the team and pleased to see David's commitment to the organisation rewarded with promotion.

“Matt brings a great deal of experience to the role of head of operations and has already made a considerable contribution to the organisation since accepting the position.”

The park, located just off junction 29 of the M5, has increased its room hire offer and has recently expanded its hot-desking space.



» David Morgan, right, has been promoted as Exeter Science Park has strengthened its management team, with, left to right, Richard Northcott, Matt Roach and Anne Beadon joining  
Guy Newman/KOR

Dr Basker added: “A hybrid working pattern has been adopted by many local businesses, whose employees value working from home, but wish to combine it with meeting up and working

with colleagues. With this in mind we have developed what we offer; anything from hot desking and small meeting rooms to larger meeting spaces.

“It's been very rewarding to see this

being taken up and through keeping the costs affordable, we've been able to support a variety of different regional businesses, particularly in this challenging economic climate.”

## Coaching business joins community of firms helping communities and planet

by ECHO REPORTER

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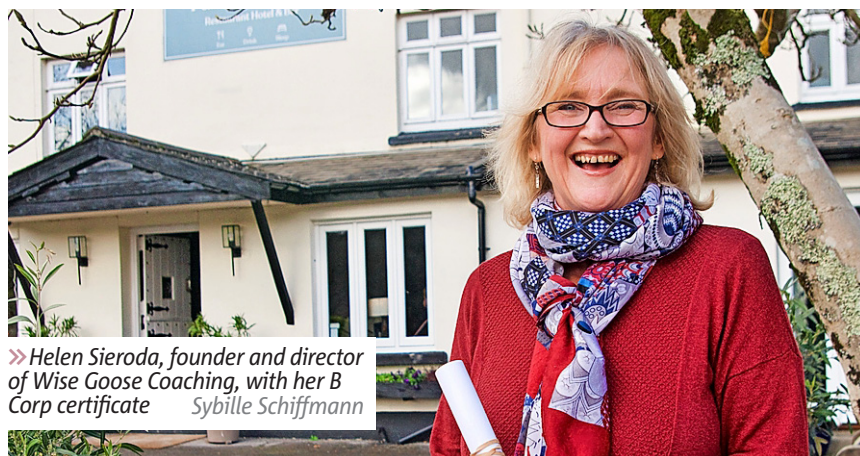
A BUSINESS coaching firm has celebrated its 10th anniversary with the announcement of its certification as a B Corporation.

Helen Sieroda, director and founder of Wise Goose School of Coaching, works with people from a wide range of sectors, from micro-business to large corporations, as well as social enterprises and charities.

Based in Chagford, it welcomes people from a range of sectors and backgrounds onto the training programmes.

Ms Sieroda said: “B Corp is an international movement; with the B standing for benefit to people, communities and the planet.

“We are a for-profit company, but it's all about moving away from profit as the main yardstick for business success and moving towards more sustainable business models that give equal importance to how we make our money, treat our associates, students, wider communi-



» Helen Sieroda, founder and director of Wise Goose Coaching, with her B Corp certificate  
Sybille Schiffmann

ties and the planet.”

With 30 years of experience in Sweden and the UK, Ms Sieroda is an accredited master executive coach with the Association of Professional Executive Coaches and Supervisors.

Since setting up Wise Goose, she has developed and delivered training programmes in Devon, London and Scotland.

She said: “I set up Wise Goose a decade ago because I believed in the power of coaching. It's not just making a difference in one person's life but knowing how small steps create ripples that impact their teams at work, their families and wider communities.

“Because of this ripple effect, I see coaches as powerful change agents, having the capacity to make a huge dif-

ference. I also wanted to train a new generation of coaches; trusted ‘thinking partners’ equipped to help leaders navigate the gap between good intentions about business as a force for good, and everyday complex, real-world dilemmas.”

Wise Goose is now part of a community of more than 5,000 businesses certified as B Corps globally.

Chris Turner, executive director of B Lab UK, added: “We are pleased to have B Corps of all shapes and sizes as part of our community – from start-ups to multi-nationals and across many different industries. Business is a powerful force and B Corps demonstrate that you can do good in any sector.

“Welcoming Wise Goose is an exciting moment because it has an opportunity to lead the way within the coaching industry. Its commitment to doing business differently will be an inspiration to others and really help spread the idea that we can redefine success in business to be as much about people and planet as it is about profit.”