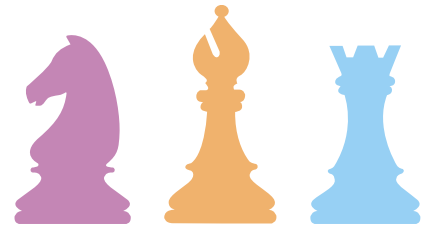


Conference 2025

Putting strategy into practice
case studies from the best of the best



Julian Anthony, Chief Operating Officer, Berkhamsted School

Appointed as Chief Operating Officer at Berkhamsted School in 2018, Julian was previously the Chief Financial and Operating Officer at Norwood – one of the UK's oldest charities supporting vulnerable children and their families, children with special educational needs and people with learning disabilities.

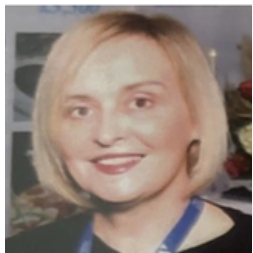
As a Fellow of the Institute of Chartered Accountants in England and Wales he has held a variety of senior finance positions including those at BT, T-Mobile and Premier Foods.



Leanne Chandler, Director of Operations, Denstone College (SEA Chair)

Leanne is a highly driven Commercial Director with over fifteen years of demonstrable success developing and implementing commercial strategies, driving profitability and value proposition in the independent education sector.

It was at Repton School that she began commercial journey within education. Her passion as a former international basketball player has driven her to widen access to sports for young people from a diverse range of backgrounds through local and national partnerships. Leanne built an extremely successful enterprises function at Repton during her tenure, leading a strong and ambitious team to double revenue.



Deborah Chapman, Sales Executive, Warwick Schools Foundation

With over 20 years of experience in sales and commercial strategy, Deborah has built a career focused on driving revenue and creating meaningful commercial partnerships. Deborah spent 15 years in the luxury hotel sector as Regional Sales and Director of Sales for 5-star properties.

Following a career break to focus on family Deborah transitioned into digital marketing for 3 years before moving into the independent school sector, where she now leads Commercial Sales in her role at the Warwick Schools Foundation.



Guy Collins-Down, COO, Alleyns

Guy Collins-Down is one of the UK's foremost experts in school design and operational management, with a career spanning prestigious and ambitious schools including Harrow, Alleyn's and South Hampstead High School. Throughout his career, his passion and vision for education environments has seen the design of over £1bn of new school buildings; the development of strategic national and international commercial partnerships; and the pioneering of community use and enjoyment of school buildings. A co-founder of the School's Enterprise Association, former education consultant at Bryanston Square Consulting and a noted writer on classroom design, Mr Collins-Down is a popular and influential voice on school environments, IT strategy and sustainability.



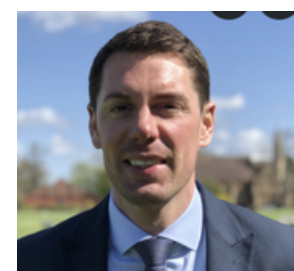
Emma Fell, Director, Attenger Digital

Emma is Director of Attenger Digital, a Social Media and Digital Marketing Agency specialising in the independent schools sector. She has 8 years of experience working in education marketing for state and independent education organisations in the UK and around the globe.



Phillip Holroyd Smith, Head of Events, Winchester College

Having spent over 15 years working in an Enterprise environment with charities and educational organisations, Phillip took up the role of Head of Events at Winchester College in early 2022. These previous roles, combined with 15 years prior experience in the events and hospitality space, has enabled Phillip to build up a wide range of skills that he draws upon on a daily basis.



Ed Moore, Sports Facility Manager, Shrewsbury School

For the past 10 years Ed has built and enhanced an extensive commercial programme at Shrewsbury School with particular focus on sporting and residential business. Their operation now generates a sizeable contribution aiding bursaries and capital projects. Ed's time with the SEA has highlighted the benefit of experience sharing and he's excited by the opportunity of aiding its long-term support to members maximising use of school facilities, whilst balancing this with the needs of pupils.



Jamie Nelson, Commercial Operations Manager, Berkhamsted School

Jamie is a dedicated leader with a wealth of expertise honed across the leisure, hospitality and real estate industries, before moving into the independent schools sector. With a strong background in health and safety, commercial management and operational leadership, Jamie brings a blend of strategic vision and hands-on experience to drive success in his role at Berkhamsted School.



Les Newell, Head of Sports Centre & Commercial Enterprises, Radley College

Les started at Radley in November 2007, having managed leisure facilities in the public sector for many years prior to that. He began in leisure at an outdoor sports park and athletics track before moving onto manage an outdoor pool and then a full leisure centre, before then moving to the Independent School sector with Radley.



Amanda Oakley Smith, Bursar & Chief Operating Officer, Westminster School

Amanda is the Bursar and Chief Operating Officer at Westminster School, which encompasses two separate Schools and their new Commercial Business. She has been at Westminster for 16 months now, and very much enjoying working in the Independent Education sector. Prior to Westminster she worked as a Chief Financial Officer in the Not for Profit sector for 9 years, initially at the Zoological Society of London and then at Marie Curie, the end of life charity.



Bob Panayides, Operations and Product Development Director, Oxford International

As Operations and Product Development Director for Oxford International, I am responsible for the delivery of all programmes in our EFL UK division. This includes junior residential programmes, year-round groups and English schools. This brings lots of exciting challenges, especially how we develop programmes to meet the needs of the EFL market. I have worked for Oxford International for 12 years, minus a 3-year hiatus where I was a Commercial Manager in an independent school.



Dr Joe Spence, Chief Executive, School Partnerships Alliance

Dr Spence joined the School Partnerships Alliance as CEO in January 2025. Joe was Master of Dulwich College from 2009 to 2024. In June 2024 he was awarded Tes Headteacher of the Year (Independent) with his long-standing commitment to partnerships being at the heart of the citation. Under Joe's leadership, Dulwich developed a number of mutually-beneficial school partnerships, promoted national SCITT programmes and supported Saturday Schools for primary school children in Science, the Arts and Mathematics. Joe has been a governor of more than a dozen state and independent schools and has been a director of the Southwark Schools Learning Partnership since 2015.



Philip Taylor, Director, Samiad

Phil Taylor is the Co-Founder and Co-Owner of Samiad Summer School, a leading provider of premium educational experiences in the UK. Samiad operates across nine prestigious campuses, including Eton College, Marlborough College, Bromsgrove School, and Sherborne School, delivering world-class summer programmes for international students aged 7-17. With a strong background in education and business development, Phil has played a key role in forging partnerships with elite boarding schools and expanding Samiad's global presence to over 80 countries.



Marie Widdowson, Business Development Manager, Dean Close Foundation

Marie is a resourceful leader with 30 years' experience working in Local Commercial Radio (on and off air!), Professional Sport and Education. Marie has been Business Development Manager for the Dean Close Foundation for 9 years and has been part of the SEA group since its inception. The role has oversight of all commercial income through a number of business strands, across multiple schools.



Claire Yates, Foundation Director of Hospitality & Leisure, Warwick Schools Foundation

Claire Yates, Foundation Director of Hospitality & Leisure, Warwick Schools Foundation. 20+ years in hospitality working in large conference and events hotels. Starting as Event Coordinator working her way up to managing the Events and Reservation Department and being part of the Senior Leadership Team.

Claire has experience in commercial management, business development, leadership and event execution. In the 3 years at Warwick Schools Foundation, Claire has grown the commercial team with a clear focus on Residential events, all year round corporate events such as conference, banquets and meetings.