



Biography

Michael Osbaldeston

Current role: Partnership Director, WorldSkills 2011

A product of Accrington Grammar School and Durham University, Michael Osbaldeston has been involved in education and training for over almost twenty-five years. Initially designing training programmes for long term unemployed people and long stay psychiatric patients followed by introducing marketing disciplines into a further education college in north east London.

Working for City & Guilds for fourteen years, the last seven spent as Group Brand Manager of the City & Guilds Group with global responsibility for positioning, promoting and protecting the 130 year old City & Guilds brand. Also within his remit was corporate advertising and sponsorship which included a highly effective television campaign aimed at bringing out the best in young people, and successfully negotiating a £1m partnership deal with UK Skills to support World Skills London 2011. He was part of the UK team that won the bid to host the 2011 event in London.

Early in 2009 he was offered an opportunity to be seconded to the WorldSkills London 2011 project team as Partnership Director responsible for ensuring maximum engagement across a wide range of stakeholders. He was keen to take up this challenge as the London event in 2011 will provide a unique opportunity to showcase the very best of vocational skills and draw attention to the role they play in building and delivering a sustainable and successful economy.

Through his position, Michael enjoys public speaking and has been called upon to act as City & Guilds spokesperson on radio and television and has chaired the national judging panel for National Training Awards, as well as acting as a judge for Apprenticeship of the Year, Association of Colleges' Beacon Awards and the Hairdressing Council Hairdressing Student of the Year.

In his spare time he practises freelance photography, is interested in graphic design and enjoys pottering around the both Epping Forest and the New Forest as well as exploring the Dorset coast by land and water.

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