

Elizabeth Winfield

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A highly motivated former army officer with 17 year's professional leadership experience in the British Army, demonstrating the ability to lead complex teams, in both challenging environments and through dynamic change programmes. A key contributor to delivering team success has been stakeholder management, with a proven track record of building and maintaining partnerships, and working collaboratively to deliver against testing targets, enhanced by continual focus on better ways of working. A highly diverse military career has been coupled with high performance sports experience and leadership roles in the charity sector that have shaped a unique and highly transferrable skill set.

KEY SKILLS

Leadership. A strong reputation for inspiring confidence and respect as a leader. Demonstrates personally what can be achieved by a team through hard work, determination and empathy.

Management. Thrives on the opportunity to develop individuals and teams, ensuring efficient and effective management strategies are implemented in order to drive required outputs.

Communication. An ability to fuse diverse views, ensuring rapid resolution and the development of a collaborative approach, enabling people and teams to move forward with vigour and clear direction.

Vision & Innovation. Excels in taking a multi-faceted vision from inception to fruition and, through passion, energy and a persuasive intellect, ensures that a team can achieve and surpass its goals.

Teamwork. Highly motivated to maximise the power of a team, harnessing talents and developing individual strengths in order that the team can out-perform expectations.

Charity Management. Deeply involved in the management, coordination and fund-raising for a major recovery charity for Wounded, Injured and Sick (WIS) military personnel.

MAJOR ACHIEVEMENTS

- CEO of the British Biathlon Union, led the implementation of a strategy that transformed the organisational approach and direction, resulting in the trebling of income and activity levels over the first 18-months of tenure.
- Supported the Paralympic movement as the; Sports and Operations Manager at the Invictus Games, led the British Para Nordic Team, delivered the Paralympic Inspiration Programme, and have supported the delivery of training and competition across various adaptive sports from grassroots to international events.
- Delivered ambitious financial targets through the recruitment and retention of corporate donors, the effective management of high net worth philanthropists, leading key fundraising initiatives and legacy campaigns have raised over £1m to sustain all charity activity for the Armed Forces Para Snowsport Team (AFPST) and the British Ski and Snow National Foundation (BSSNF).

CEO - BRITISH BIATHLON UNION 2021 - Present

- Responsible and committed to evolve and drive the long term strategy shaping the future landscape of Biathlon in the UK. Setting the foundations of good governance, financial stability and enhancing performance.
- Collaborate and build relationships with key stakeholders, including the International Biathlon Union, British Olympic Committee and UK Sport to effectively deliver positive outcomes.

- Led the first talent campaign to propel historic numbers of junior athletes through the pathway programmes, whilst concurrently driving a grassroots strategy that has significantly grown participation in biathlon across the UK.
- Experience as Army Nordic Team Leader (2002-2008), British Biathlon Union Team Manager (2006-2008), Team Leader for the European Youth Olympic Festival, Team Leader Olympics 2026.

COO – ARMED FORCES PARA SNOWSPORT TEAM 2017 - Present

- Deliver an all-year round programme in Para Nordic, Alpine and Snowboard to accelerate recovery journeys for our Wounded, Injured and Sick (WIS) community. Leading a period of growth to broaden the reach, opportunity and financial stability of the charity.
- British Para Nordic Team Leader;
 - Led the British Para Nordic Team from conception to the Paralympic Games 2018 in an accelerated 18-month period where Great Britain's first ever Nordic sit skier competed. The programme then grew to provide a performance pathway to a much wider cohort of talented Athletes taking 5 Athletes to the Paralympics 2022 and having strength in a development pathway.
 - Developed and supported the mid-cycle funding submission to UK Sport enabling exponential growth of the team and quadruple the funding as the Team transitioned to GB Snowsport.
 - Activated and managed relationships including with Williams Advance Engineering, to deliver World Class Sit Ski's for all Athletes competing at the Paralympics 2022. The project was estimated at £200K.

MANAGING DIRECTOR - FOUNDATION CONSULTANCY 2020 - Present

- Drive a shared vision in alignment with an organisations values that will underpin the delivery of a positive and successful charitable strategy, ensuring meaningful impact is made and a legacy is created for an organisation.
- Support charities in their income generation, fundraising activities and strategy to maximise impact and provide a sustainable future.

MILITARY CAREER HISTORY - BRITISH ARMY 2003 - 2019

Officer Commanding - UK Military Officer Education Programme 2018 - 2019

- Drove the practical improvements in the Army Officer Online Education Programme to align with essential learning objectives and improve the delivery platform to enhance the user experience.
- Built engaging commercial partnerships to ensure the delivery of objectives to the highest standard and within short timeframes.

Officer Commanding - Personnel Recovery Unit 2016 - 2018

- Enabled the successful transition of 200+ personnel who were considered the most vulnerable and complex wounded, injured and sick soldiers in the military system.
- Used effective communication strategies and emotional intelligence to deliver difficult decisions with empathy, compassion and sensitivity in order to optimise the outcomes for individuals. Through a coordinated multi-discipline team approach decisions were well informed and built trust in the system.
- Developed an inclusive and positive organisational culture, which encouraged collaborative working and openness during a challenging leadership period where a large scale organisational restructure was implemented.

Company Commander - Army Training Regiment 2014 - 2016

- Led a dynamic team of 100+ personnel delivering directed training within a high paced environment. The team was awarded 'OFSTED Outstanding' for their professional approach and attitude.

- Part of the transformational roadmap to pioneer a fully integrated male and female soldier training programme across all military sites. Championing change through educating and upskilling staff to ensure positive outcomes despite initial scepticism.

Various Leadership Roles On Operations and in UK 2003 - 2013

- 2 year's full time focused training in strategic Leadership and Management.
- Undertook key training roles at Officer and Soldier entry points. Utilised coaching and mentoring skills gained from international sport that enabled innovation, and ensured learning journeys were enhanced for all.
- Responsible for the management and function of the airport in Basra, Iraq in order to maintain operational effectiveness and efficient working practices in collaboration with a multi-national headquarters.
- Led, trained and deployed a squadron of 50 soldiers to Afghanistan, responsible for the complex postal system across the entire UK footprint. During the tour generated the business case that transformed the free package scheme.

PRESENT ADDITIONAL RESPONSIBILITIES

- Partnership Director for BSSNF have leveraged and nurtured impactful relationships with high net worth donors to double the income streams and deliver half a million pounds worth of enabling grants for those on Olympic and Paralympic pathways.
- Guest Speaker with routine interaction with staff and executives from leading UK businesses with a focused message around the power of adaptive sport to push boundaries and challenge perceptions. Including engaging with passion, energy and lived experience to educate and inspire through speaking engagements.
- Director Army Football overseeing communications and marketing, playing a vital role in promoting and enhancing the visibility and reputation of the organisation. Through developing and implementing strategic communication plans effectively to convey key messages to internal and external stakeholders, ensuring transparency and alignment with organisational goals.
- Contingent Commander Combined Cadet Force St Edwards School, Cheltenham, committed to fostering a positive and inclusive environment within the CCF to ensure a great cadet experience with broad opportunities for all.
- Events Production Manager specialising in key conferences and excelling in crafting meticulously curated agendas and securing top-tier speakers to elevate event experiences. With a keen eye for detail and a passion for creating impactful programming now hold a proven track record of coordinating seamless logistical operations and driving the success of high-profile conferences. Leveraging strong organisational skills and strategic mindset, dedicated to delivering outstanding results while exceeding expectations in the realm of event production and management.

EDUCATION

Sports Science BSc (Hons) - 2:1 - Brunel University London	2001
Graduate of the Command and Staff College in Leadership and Management	2012
Women Lead Sport Masters Programme	2021
IBU Equality, Diversity and Inclusion Programme	2021
International Biathlon Union & SheSkillz Global Mentorship Programme	2022

INTERESTS

A diverse sports and outdoor pursuits background that now helps to maximise family adventures with my husband and 3 Children.