

**Adshead, Fiona**

Fiona is an independent expert advisor on wellbeing, sustainability and public health. Previously as Deputy Chief Executive, and Director of Strategy and Partnerships of the global NCD Alliance where she led strategic and commercial partnerships and advised on high level strategy and governance. Formerly as Bupa's Chief Wellbeing and Public Health Officer, responsible for leading global commercial strategy on workplace health and wellbeing, prevention, behaviour change, partnerships, and sustainability. Before joining Bupa, Fiona was a Director at PricewaterhouseCoopers consulting on health and sustainability. For five years, she was Deputy Chief Medical Officer and Director General in the UK Government responsible for Health Improvement and Health Inequalities followed by being Director of Chronic Disease and Health Promotion at the World Health Organisation.

She is a high profile wellbeing and public health leader with a track record of reframing thinking and developing innovative strategy and programmes at the heart of business and government. A strategic systems thinker she is able to bridge private, public and third sector environments, delivering social change and business benefit.

Fiona is currently a visiting Professor at UCL and the Chinese University of Hong Kong. As a Senior Associate at Cambridge University's Sustainability Programme, she has taught on many programmes on sustainability, the built environment and wellbeing. Fiona is a member of British Land's Sustainability Advisory Panel, Marks and Spencer's Sustainable Retail Advisory Board, and Business in the Community's Wellbeing Leadership Team. Fiona is also Chair of the Sustainable Healthcare Coalition and the UK Health Forum.

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