

Mrs Sinead Kay



Sinead has been working with ALSG since 2014 and joined the organisation in the newly created marketing function. From there Sinead went on to lead the Marketing team before being promoted in 2018 to the position of Director of Development. In this role, Sinead was responsible for innovating and devising new courses, as well as leading on the continuous updates and developments to each existing training package, driving improvements and advancing ALSG's courses to keep current and in line with best practice.

Prior to ALSG, Sinead held marketing roles in the finance sector and brings with her a corporate background. In January 2022, Sinead became Interim CEO and fully took over the reins from Sue Wieteska on her retirement in December 2022.

Sinead enjoys spending her spare time with her family and friends. She is a keen runner and often takes part in long distance challenges. Sinead loves to read and is particularly interested in true crime non-fiction.