

# 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 her current position of Director of Development. In this role, Sinead is 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 will become Interim CEO where she will take over from Sue Wieteska.

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.

