



2 December 2005

New Director joins SWA

The Scotch Whisky Association (SWA) has appointed Julie Hesketh-Laird as its new Director of Operational & Technical Affairs.

Julie joins the SWA following a successful six years at the Chemical Industries Association, first as Head of Environmental Policy and latterly as its Scottish Adviser. She brings with her a wealth of regulatory and policy experience, in particular on environment and water issues, having also worked for the CBI and the Water Services Association for England and Wales (now Water UK).

Speaking on her appointment, Julie Hesketh-Laird said:

“The vital economic contribution of the Scotch Whisky industry, and its continued competitiveness, can only be maintained if regulation of its operations is appropriate and proportionate. I am delighted to be joining one of the UK’s leading trade associations and look forward to ensuring the industry’s voice on production and technical issues is heard by regulators and policy makers.”

Julie will lead the SWA’s work in a diverse range of areas, including production and warehousing, the environment, health & safety, training, and scientific affairs. She succeeds Ian Shearer who leaves the SWA after thirteen years.

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