



Adrian J. Snook BA
Director of Corporate Development
The Training Foundation

Professional Profile:

Adrian graduated in 1986 with a Leeds University degree in Communication and Media. He was a Branch Manager for a subsidiary of Hambro's Bank for six years before launching the successful corporate training video production business Dragonfly Communication in 1992.

In 1996 he sold the business and joined the People Development Group plc to assist with the re-branding and launch of their CBT development subsidiary Direct Interaction.

In 1997 he joined Skillchange Systems Limited as Business Development Consultant. Adrian played a key role in the transformation of Skillchange Systems from a highly respected medium sized enterprise into Europe's largest developer of bespoke e-Learning content, now part of VEGA Group plc.

In late 2000 Adrian took the decision to move on and become UK Senior Account Executive for the US e-Learning giant DigitalThink, where he helped to establish their operations in Europe and the creation of their UK HQ in London.

Adrian has taken a keen interest in the development of competency and support structures for learning professionals. He has been a member of The e-Learning Network Management Committee since 1998 and represented The ELN on the *Institute of IT Training* e-Learning Standards Committee.

Adrian brings an exhaustive knowledge of the training industry to his role as Director of Corporate Development for the *Training Foundation*, as well as practical experience gained defining, developing and implementing innovative learning solutions for some of the world's largest organisations.