

Norma Barry – Director of InsideOut: Organisational Solutions

Norma Barry is a former Senior Civil Servant who spent her career working for the former Welsh Office and the Welsh Government. Her policy and delivery experience has covered the food chain from farm to fork. In her latter role as Director of the Food and Market Development Division, Norma was concerned with strategic development and marketing of the food and drink production and processing sectors. This involved supporting companies in gaining business nationally and internationally with major retailers and food service companies. Previously, she was involved with supporting the growth and diversification of farm businesses, whilst safeguarding public health by developing policies to combat the spread of animal and plant diseases. She has also handled policies in relation to the politically sensitive issue of commercialisation of genetically modified crops.

Norma is a member of the Food Standard Agency's Welsh Advisory Committee. In addition to running her own business consultancy company, InsideOut: Organisational Solutions, Norma chairs a Housing Association; is a member of Welsh Water; and a panel member for the Care Council for Wales. Norma has also published a book on the subject of Successful People Management and co-authored another book entitled "Management in Four Weeks".