

News Release

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Edexcel recruits new BTEC Director

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As part of its commitment to strengthen and develop further its work related vocational qualifications, Edexcel has appointed **Rick Firth** to the new role of BTEC Director.

His remit will include responsibility for the whole BTEC brand, including marketing, business development and customer service, as well as responsibility for Edexcel's international business. He will report directly to Edexcel's Chief Executive John Kerr.

With over fifteen years' experience in the education sector Rick has held senior board positions with leading commercial education companies, such as Pearson Education and NCC Education. His achievements have included managing operations for Pearson's Academic Publishing business, developing new internet based education solutions, and building vocational education business in global markets whilst with NCC Education.

Announcing the appointment John Kerr said: "I am pleased to welcome Rick at a time when we are refreshing and updating a number of BTEC qualifications. They are an important suite of qualifications that can play a vital role in helping the Government deliver their strategy on vocational qualifications without needing to reinvent the wheel."

Rick Firth added: "I'm very much looking forward to the challenge ahead. We believe BTEC has a key role to play in the provision of vocational education and we intend to build on the excellent reputation we already have in industry, in education with students, with parents and with other stakeholders. We hope that the Government and the Qualifications and Curriculum Authority (QCA) will actively engage with us in having a sensible debate about what is needed, what is currently available and what gaps need to be filled.

"It is important that parity of esteem between academic and vocational qualifications is created and I want to build on the Government and QCA's commitment to this. BTEC qualifications are ideally placed to achieve this goal."

More follows

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NOTES

Edexcel is the leading provider of applied and vocational qualifications, formed as a result of the merger between BTEC and London Examinations. Qualifications include GNVQs, NVQs, GCSE, A/S and A levels, and the Higher Nationals and other BTEC qualifications.

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Notes to editors

Edexcel is the leading provider of academic and vocational qualifications, formed as a result of the merger between BTEC and London Examinations. Qualifications include GNVQs, NVQs, GCSE, A/S and A levels, and the Higher Nationals and other BTEC qualifications.

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