

# Candidates Standing for Election 2024



Industry and  
Parliament Trust

## AMY PETERS (Election 1<sup>st</sup> Term)



Amy Peters is the Senior Director of Government Affairs and Policy for Johnson & Johnson, the world's largest and most comprehensive healthcare company. Amy's role finds her engaging with the UK Central and Local Governments, Parliaments and NHS national institutions related to key MedTech, innovative medicines, J&J Innovation and enterprise priorities, including advocating for sustainable healthcare system reform, driving data policies to ensure access and usability of data, and to ensure the environment in the UK further enables world-class science and businesses to grow. Amy brings with her an outstanding 29-year career which spans across clinical and R&D work, product management, NHS clinical work and disease awareness, and strategy development which ultimately culminated in her position at Johnson and Johnson as Director for Government Affairs and Policy. Known for putting the needs of patients first, Amy is passionate about strengthening Johnson & Johnson's position in the UK and shaping sustainable solutions that positively impact the health of the millions of people we serve.



## PROFESSOR ASHLEY BRAGANZA (Election 1<sup>st</sup> Term)

Professor Braganza is Dean of Brunel Business School and holds the Chair in Business Transformation. Prior to being appointed Dean, Professor Braganza was the Deputy Dean of the College of Business, Arts and Social Sciences. He is the Founder and co-Director of Brunel's interdisciplinary Research Centre for Artificial Intelligence, launched in 2018, which incorporates a dedicated AI Lab. The Centre and Lab are part of the wider Brunel's AI Ecosystem, led by Professor Braganza. In the 22/23 academic year, the Centre won £3.5 million in grants. Most recently, Professor Braganza is part of a consortium that has won a €5.8 million bid for the ELOQUENCE EU project (2024-2027). Professor Braganza lead an interdisciplinary team that designed and launched a Masters in AI Strategy. It aims to give future leaders the skills to exploit AI technologies to benefit businesses and society. Professor Braganza's scholarly contribution is to the field of change implementation and, specifically, leadership of strategic digital transformation. His interest in the implementation of cross-functional change was sparked during his doctoral journey, and continues to inform his research projects, teaching, and consultancy assignments. His research is practice-based, underpinned by thirty-five publications in high-ranking journals and leadership of over twenty-five large consultancy projects with global, public and private sector organisations. He has worked internationally in sectors such as manufacturing (UK), telecoms (UK, US, France), UN (Italy), banking and financial services (UK and The Netherlands), technology (UK, Ireland, Norway), gas and oil (UK, Abu Dhabi) and the public sector (UK, Malaysia). His work at board level cover a diverse range of industries: pharmaceutical (18 months), telecoms (3 years), food and beverages (1 year), restaurant chain (20 months), public sector (18 months), infrastructure / engineering (18 months), blue light service (2 years), UK government department (15 months), UN agency (30 months). He is regularly invited to speak at conferences and events with senior managers and policy makers on AI and related subjects. Professor Braganza is a Fellow of the British Academy of Management. He served as an elected member on BAM's Council (2017 to 2019), with responsibility for Capacity Building. He Founded and launched the BAM's Organisation Transformation Special Interest Group, which celebrated its 15th anniversary in September 2023. He has been an active supporter of the IPT.