



District Leader

Biographical Information

Candidate's Name: **Andrew Horberry**

Candidate's Office: **District Director**

District Number: **60**

Toastmasters member since: **October 1, 2005**

Education:

MA (Hons), upper second: University of Edinburgh, Politics and Economic/Social History
MBA, distinction: London Business School
Certified Professional: Society for Human Resource Management

Toastmasters offices held and terms of service:

Bay Street Breakfast Toastmasters Club
VP PR Jul 2007-Jun 2009; SAA Jul 2016-Jun 2017; Treasurer Jul 2017-Jun 2019; President Jul 2019-Jun 2020

Sunrise Orators
VP Ed Jul 2022-current

D60
Administration Manager Jul 2019-Jul 2020; Public Relations Manager Jul 2020-Jun 2021; Area 02 Area Director Jan 2021-Jun 2021; Division D Director Jul 2021-Jun 2022, Alignment Committee Oct 2021-Jun 2022, Program Quality Director Jul 2022-current

Toastmasters honors and recognition:

CC, ALB, DL5, TC 5, MS 1

Relevant work experience and how it relates to Toastmasters and your role as a District leader:

My work began in advertising, combining the roles of Account Manager and Planning Manager. This required me to develop good listening, integrative thinking and presentation skills.

I have 37 years' work experience of Marketing, Project Management, General Management and HR, at various times running cross-functional groups to deliver multi-million dollar projects and growing a satellite office from 6 employees to 50+. Those projects included significant multi-channel marketing campaigns, based on a solid understanding of target audiences' needs and desires, and an ability to co-ordinate multi-talented individuals to form effective teams.

What experience do you have in strategic planning?

I've worked on strategy for various clients, including Ford, Shell, Bell Canada and the V&A Museum, as well as for advertising and marketing agencies. I understand the difference between strategy and tactics, and the importance of having a sound, believable and actionable strategy based on good information and data. My personal mission is to make that strategy understandable to everyone in an organisation, so that they're excited to act on it.

What experience do you have in the area of finance?

I've controlled project budgets ranging from CAD 50,000 to US\$ 8,500,000, and been responsible for their successful management. Most recently, I've managed District 60's PR budget, providing regular updates to the Trio and Finance Manager, and contributed to the creation of the 2022-23 District budget.

What experience do you have in developing procedures?

I co-wrote the operating process handbook for a global marketing agency, ensuring it was ISO 27001 compliant.

More recently, I've been responsible for developing and implementing that company's US HR procedures and policies, including recruitment, onboarding, training and development, and offboarding.

What lessons did you learn from previous leadership positions?

Working with team members that you didn't have a hand in choosing can be an unexpected joy or particularly painful; nonetheless, their inclusion and feeling of ownership is vital to the mission's success. Leaders should focus on helping team members recognise their growth within a role.

Why do you want to serve as a District leader?

I've experienced the joy and seen the benefits that members' success in Toastmasters can bring them, and I'd like to help nurture the next generation of extraordinary communicators and leaders. I don't see the challenges facing District 60 - in particular, retaining existing members and attracting new ones - getting any easier, and I'd value the opportunity to apply what I've learned so far to the benefit of all my fellow leaders and D60 club members.

In your opinion, what are the District mission's major objectives and how would you work to achieve them?

Continuing to grow membership (new and existing clubs). This requires greater public visibility of Toastmasters and a clear articulation of its benefits to corporate leaders and the wider public. Higher membership is essential to achieving every single Toastmasters goal, relieving pressure on existing club and district leaders, and bringing the benefits of Toastmasters to a wider audience.

Additional information about yourself:

Delighted to have become a Canadian - it's a blessing to be a citizen of a country where the leaders (generally) set a good tone from the top.

I'm an avid theatre-goer, and was honoured to be a member of the Laurence Olivier Awards panel, selecting and awarding the very best theatre in London. As someone who was always picked last for any sports team at school, I'm amazed to discover that every day is now structured around an hour of exercise - Body Combat (mixed martial arts moves to a thumping soundtrack) is my exercise class of choice.