



George Barber

Executive Support Manager to the CEO at East of England Ambulance NHS Trust

I live by two quotes. The first, from Ted Lasso, is "Doing the right thing is never the wrong thing." I frequently challenge senior Trust members when something requires moral or procedural questioning, always striving to put the voice of staff and patients at the centre of decision-making. The second, from Einstein, is "Strive not to be a success, but rather to be of value." I believe in being impactful, making at least

one person smile a day, reaping what you sow, and making the world a slightly better place.

I left STM in 2015 after completing my GCSEs and began a business administration apprenticeship with a private ambulance and training organisation. Following my apprenticeship, I worked on behalf of the Home Office, which gave me a deeper understanding of immigration policy and process.

In November 2019, I joined East of England Ambulance Service NHS Trust in the control room and worked through the pandemic. Since then, I have worked in various roles, transitioning out of the control room and into my current position as Executive Support Manager to the CEO, having formally been the Chief of Staff. In this role, I work with our regulators, stakeholders, MPs, and ministers, supporting the CEO and wider executive leadership team by advising and guiding the Trust's decision-making and direction.

When I'm not in a suit, I can be found on ambulance completing shifts or supporting incident response in various capacities. I have been fortunate to complete my Tactical Commander and Blue Light driving qualifications. Some of my most memorable moments were being involved in planning the King's Coronation and responding to a 999 call for a drowning, being first on the scene, and successfully resuscitating the patient.

Until May 2023, my last completed education was a Level 3 Diploma in Business Administration obtained in 2017. In May 2023, I was accepted directly onto a

PROFILE:

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JOB: Executive Support Manager to the CEO at East of England Ambulance NHS Trust

YEAR left STM: 2015

Completed a business administration apprenticeship with a private ambulance and training organisation.

Later completed a Level 3 Diploma in Business Administration

MSc in Emergency Management and Resilience at Coventry University

Level 7 Certificate in Strategic Management and Leadership Practice



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part-time Master of Sciences in Emergency Management and Resilience at Coventry University, which I am currently pursuing alongside my full-time job. During my MSc, I recently obtained a Level 7 Certificate in Strategic Management & Leadership Practice, broadening my awareness and ability to work at the Board level.

Never be afraid to be who you want to be – don't let age, gender, or orientation block what you want to do in life. I feel very fortunate to be in my current role at my age, but it has not come without challenges. However, I have never let anything stop me from pursuing my goals or allowed people's perceptions to get in the way of what I want to achieve. Embrace your uniqueness, face challenges head-on, and always strive to make a positive difference in the lives of those around you.