

Stuart is New ADSA Chair

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Stuart Dale, Key Account Sales Director for FAAC Entrance Solutions UK, has been elected as the new Chair of the [Automatic Door Association](#).

He will undertake the role, providing strategic guidance and input to support the key deliverables of the association over the next two years. Stuart takes over from Mark Ayton, Managing Director of Record UK who previously held the position.

Stuart, has worked in the automatic door industry for almost 20 years, having previously worked in sales within the engineering sector. He has been a member of the ADSA executive committee for the past five years – an involvement which he considers has prepared him for this new role.

“The executive committee provides leadership and guidance to the association to ensure that it operates effectively and in line with its objectives. In taking on the role of chair, I hope to extend my support to the leadership team, and advocate in the interests of those involved in the automatic door industry – manufacturers, suppliers and engineers,” he said.

Stuart, who is from Manchester, trained as an apprentice at Weir Pumps as an electrical engineer and attended Openshaw Technical College, gaining industry standard qualifications. A role in service sales with the Crawford Group followed, before a move into the automatic door industry with Mandor Engineering in 2004.

He joined Record UK in 2010 as Regional Sales Manager and was Sales Director with March Doors before joining FAAC UK almost 10 years ago.

He said among his career highlights was how his company responded to changing demands during the COVID pandemic.

“One of our customers, who became an essential retailer, wanted to ensure a safe flow of people in and out of their stores. The team at FAAC were able to design and implement a traffic light system within a three month period, from conception through to install, which was then put into over 1000 stores,” he recalled.

Stuart is married to Lindsey and has two children, Alfie and Ruby, aged 19 and 14. Outside of work he enjoys watching football and is a lifelong fan of Manchester United.

He is looking forward to working with the ADSA team to further help the association to grow and meet its requirements to boost industry-wide competency levels and raise awareness of security and safety standards.

Said ADSA MD Ken Price: “We look forward to working with Stuart and tapping into his knowledge of sales and marketing to ensure that the association continues to meet the needs of its members, its customers and end users.”

Stuart is the guest on the next ADSA Tech Talk podcast which can be [here](#) and via most streaming services.