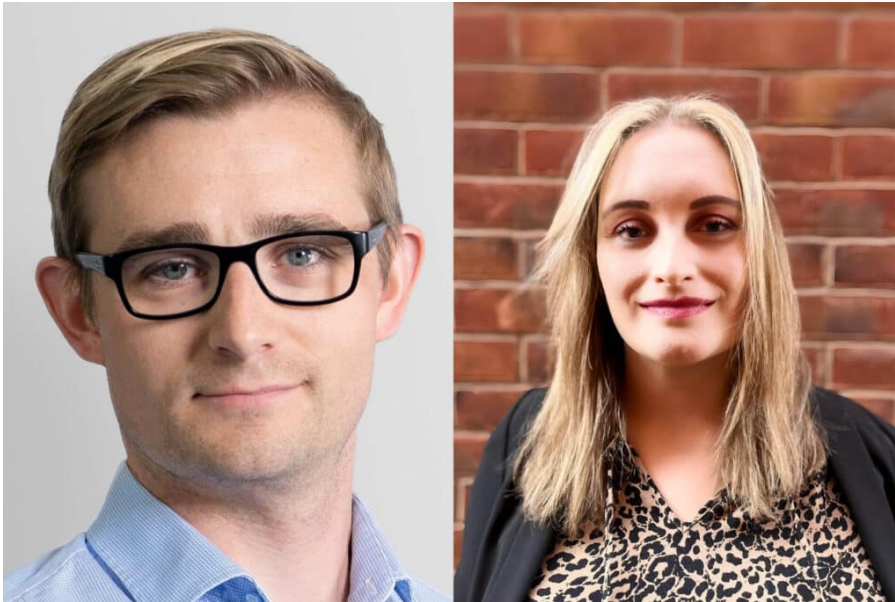


## Two exciting new appointments highlight BCIA's drive for a better BEMS sector

4 months ago



Keen to further support its members and drive awareness of the importance of building energy management systems (BEMS) in the UK's journey towards net zero, the [Building Controls Industry Association \(BCIA\)](#) has appointed two experienced specialists in its Technical Consultant and Marketing & Engagement Manager roles.

Both highly important roles have been created by the BCIA to support members through the provision of technical content to increase knowledge and understanding of current and emerging technology, and ensure member engagement and retention through training administration and promotion.

Ciaran Kelly will join the BCIA as Technical Consultant, while the Marketing & Engagement Manager role will be held by Rachael Zaidel Lamb.

Having worked in the building controls industry for more than 14 years, Ciaran has unrivalled experience and expertise in technical support and training – with his varied roles taking him across the globe, from Dublin to Auckland, New Zealand. Believing the key to change is education, Ciaran is thrilled to be part of an organisation dedicated to bringing an industry together through engagement and education. He said: “With the current focus on net zero and energy reduction, the spotlight has never shone so brightly on how our buildings operate. BEMS has a huge role to play in building operation and is often neglected and not performing optimally – so improving the system will deliver operational gains, decreasing energy consumption and enhancing user experience.

“Having spent time in many parts of the BMS industry – starting with a manufacturer, then working as a system integrator, and now as a consultant – I have seen how gaps in education create breaks in the

chain. I'm really looking forward to bridging the gap between design and implementation, as I believe that if we don't start by improving design, we will never see change at the rate it is required."

As an experienced chartered marketer with more than a decade of experience in marketing and events management, Rachael brings with her extensive expertise in B2B marketing and is very familiar working with, and supporting, SMEs. Keen to support the growth of the BEMS sector and engaging with BCIA members to further drive the industry forward, Rachael said: "It's so exciting to have the opportunity to support the growth of this exciting industry and to be able to meet the range of BCIA members.

"The work BCIA does is crucial because it gives the building controls industry a strong, authoritative voice and works tirelessly to highlight just how vital building controls really are. As the BEMS industry continues to grow, I think having a unified voice will be more important than ever."

Catherine Walker, Executive Officer at BCIA, praised the experience and dedication of the two new appointments. She said: "Ciaran and Rachael both bring with them exceptional expertise and are superb appointments that will make a huge difference to the association.

"Ciaran will be tasked with providing content for not only the BEMS Controls Engineer Apprenticeship training modules, but also the BCM technical training courses, and any technical publications on behalf of the association. Meanwhile, Rachael will be contributing to our marketing and communications material, ensuring members are kept up-to-date with association and industry news, member events, and ongoing marketing campaigns.

"The BCIA is very keen to further increase its level of support provided to members and both of these talented individuals will help us do just that."