

# Elevating Excellence: Goodfellow Takes the Lead in People Development

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[Excellerate Services UK & Ireland](#) has announced the promotion of Katie Goodfellow to People Development Manager for the UK and Ireland. In her new role, Katie will oversee all Continuing Professional Development (CPD) activity, from new-starter inductions to ongoing training for site-based teams, as well as the continued development of the company's Regional Manager Development Programme.

Katie will also lead the enhancement and expansion of the organisation's apprenticeship programme. A key focus of Katie's role will be strengthening the Learning to Excel company strategy and training platform, which delivers Health & Safety, compliance, and bespoke training modules tailored to the needs of Excellerate's clients and site-based teams. She will collaborate closely with her communication and IT colleagues to create engaging video content and multilingual training materials that support the diverse needs of the workforce.

Sarah Newland, Excellerate's People Director, said: "Katie's leadership, energy, and dedication to developing others make her an exceptional fit for this role. Her work to elevate our Learning to Excel strategy and create meaningful learning experiences will significantly strengthen our capability and support our teams across the UK and Ireland."

Commenting on her promotion, Katie Goodfellow said: "I'm incredibly proud to take on this opportunity. Our Learning to Excel strategy and training platform already provides a strong foundation for training, and I'm excited to build on this by designing programmes that truly meet the needs of our people and clients. Supporting our colleagues to grow and succeed is a privilege, and I look forward to driving our training strategy forward."