

Dorothy Hosein Spearheads Transformation Within British Wheel of Yoga

Friday 2 December, 2022

British Wheel of Yoga (BWY) is proud to announce Dorothy Hosein as its first transformational Chief Executive Officer. In this role, Dorothy aims to propel the BWY as a centre of excellence for yoga within the UK. As a charity, BWY operates through 12 regional volunteer networks across the UK and is recognised as a leader in yoga by Sport England and Wales.

Dorothy comments: "I am excited to be part of a charity dedicated to the health and wellbeing of all. Like yoga, I believe that transformation starts from within and there is real need to build greater governance so we can deliver excellence in all that we do. The people are the driving force of any organisation, and I am a great believer in providing an environment where they can all flourish."

With over 35 years of management expertise, 16 years' working within NHS emergency services and a black belt in the Lean Six Sigma management style, Dorothy is skilled at guiding public and private sector businesses through change. Dorothy has already started building greater accountability and transparency in line with Sport England and has appointed a new communications and engagement team to build stronger relations with BWY members and the public.

The new team is led by Head of Communications and Engagement, Deana Morris, who managed teams in university-sector communications for 15 years before joining the charity to edit its members' magazine. Katherine Nicholls, former BBC editor and equestrian events manager, will lead special projects as well as continuing to manage BWY events. Alex Reed joins as Digital Communications Officer bringing 20 years' experience directing and producing digital assets for major British broadcasters. Natalie Lyndon joins as PR Communications Officer bringing expertise in running national and regional campaigns for NHS trusts and private hospital groups.

Dorothy Hosein said: "Clearer communications are vital in helping us to build and strengthen relationships with our members and publics. This new team will help us to broaden our reach into new communities to deepen the understanding of yoga as a safe and accessible practice for all."

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