

# Wetherbys Bolsters Board with Appointment of David Balston

## Press release

**1st December 2020**

Wetherbys, the maritime publishing experts, has welcomed Royal Navy and industry stalwart David Balston as non-executive director (Deputy Chairman) to provide specialist sector expertise and support the company's continued growth ambitions.

With a lifetime of experience in the marine industry, including most recently a decade of service at the UK Chamber of Shipping, David brings significant insight to Wetherbys and joins the board to provide counsel across all areas of the business.

Commenting on his appointment, David said: "I have known Wetherbys for a long time through my work within the maritime industry and there is no company I admire more for the quality of its work, its ethics as a business and the treatment of its people."

"Publishing has moved on significantly in recent times and with Wetherbys providing end-to-end support in the curation and delivery of industry leading publications, now is an exciting time to join the business and build on its work to support the maritime industry and deliver valuable content in an innovative and accessible way, wherever readers may be."

Following a 32 year career in the Royal Navy, David joined the UK Chamber of Shipping in 2010 as Director Safety & Environment, where his team sought to deliver a regulatory climate that maintained high environmental and safety standards for British shipping companies.

In 2014 he was appointed Director of Policy, taking on responsibility and oversight of all policy areas, while engaging members, raising the profile of the Chamber and ensuring it was at the heart of the major issues impacting the shipping industry.

During his time in the Royal Navy, David commanded a Trident submarine carrying the UK's strategic deterrent and served in a number of key managerial and strategic positions in UK and US military and political areas. He advised the then British Prime Minister on nuclear deterrent issues and on NATO and EU military matters and was also the communications manager for the Government's crisis management organisation, COBR.

Based in Edinburgh, Witherbys is one of Scotland's largest and most successful publishing companies, exporting a portfolio of more than 400 specialist titles in the shipping, insurance and energy sectors to more than 110 countries.

The company brings together working groups, including specialist consultants from relevant sectors and in-house technical advisors, authors and editors, to produce top quality, well regarded publications from inception to distribution.

CEO at Witherbys, Iain Macneil, said: "Bringing David into the business is a significant move that supplements the existing expertise within Witherbys and adds a valuable voice across each area of the business from content creation and company culture through to new products and services."

"Having both a personal seafaring background and experience working with key organisations spanning the maritime industry, David knows what is important to those working within it and can help us ensure we are addressing the crucial issues the sector faces both now and in the future."

For more information about Witherbys, please visit <https://www.witherbys.com>.

### **Ends**

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