

CARL LUMMIS-BLAXELL

Conferences, Marketing and Online Learning Manager

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PROFILE

Conferences, marketing and online learning lead at the Research Quality Association (RQA), a leading association for quality assurance specialists in life sciences and clinical research. RQA has around 2,400 members across 60+ countries. I run the conference programme, member marketing, the eLearning portfolio and online events for the membership. I have twenty-plus years in L&D, starting at Direct Line Group, then local government, then a decade building RQA's professional development offering. I am CIPD qualified.

SELECTED ACHIEVEMENTS

- **Member community migration:** Built the RQA Community Hub from zero to 2,300 active users in 24 months following the move to a new platform (Circle). The platform now blends events, member posts, special interest groups and regulatory feeds.
- **2025 Belfast international conference:** Our most recent programme drew over 300+ delegates across 63 days. Ran the post-event analysis on 415 feedback responses and fed it into the design of the 2026 programme.
- **Membership satisfaction programme:** built RQA's two-year (2025-2026) member survey programme including NPS, tenure segmentation and thematic analysis, delivered as an interactive dashboard to the board.

PROFESSIONAL EXPERIENCE

Conferences, Marketing and Online Learning Manager

2016 - Present

Research Quality Association

- **Conference programme.** Lead for RQA's two annual events: the 3 day in-person international conference (most recently in Belfast, 300+ delegates) and the European virtual conference each May on Zoom Events, three days covering a variety of different disciplines. I manage the entire end to end process – from venue selection, format, programme committee process, speaker contracts, budgets and post-event analysis.
- **Community Hub.** Built and run RQA's member community on Circle. Migrated from the previous platform and grew engagement to 2,300 active users in 24 months.
- **eLearning portfolio.** Run RQA's online learning arm – managing a developer and designing some modules in Articulate Rise.
- **Member marketing.** Run the marketing function across Mailchimp, the RQA website and the Community Hub. Segmentation by tenure and specialism. Manage the brand guidelines and tone of voice.
- **Programme governance.** Rewrote RQA's conference strategy document to establish clear decision rights between the Programme Committee and the board, protecting editorial independence on session selection.
- **Editorial output.** My role includes responsibility for our quarterly journal, as well as an array of booklets and articles for the website.
- **Tech stack.** I have worked inside AI tools heavily over the past 18 months, with my use of Claude, Cowork and Code being of most use to the association. I also use Django CMS, Microsoft Dynamics 365

(CRM/LMS/auth), Mailchimp, Circle, Make.com, Monday.com, Google Analytics. I have a working competency in Python for scraping, data analysis and automation around the RQA estate.

Coordinator, Learning & Development

2014 - 2016

Research Quality Association

- Ran RQA's training portfolio: classroom courses, webinars, eLearning and specialist seminars across various audiences
- Worked directly with committee chairs and external speakers to develop session content and validate technical accuracy.
- Co-owned content QA processes for course materials before they were issued to delegates.

Policy and Development Advisor

2013 - 2014

Ipswich Borough Council

- Redesigned the corporate induction programme to reduce time-to-competence for new starters.
- Co-built the management development programme against the council's competency framework.

Learning Delivery Team Leader

2011 - 2013

Direct Line Group

- Managed a team of ten trainers across multiple contact centre sites.
- Chaired the operations-L&D liaison meetings to keep training aligned with business priorities.
- Elected employee representative on the company's representative body, with practical exposure to employment law and consultation processes.

Trainer

2003 - 2011

Direct Line Group

- Delivered classroom and on-the-job training across the business, from induction for new contact centre agents through to leadership programmes for directors.
- Owned the full training cycle: needs analysis, design, delivery and evaluation.

QUALIFICATIONS & TOOLS

- CIPD Level 3 Certificate in Learning and Development.
- Practitioner-level work in Articulate Rise, Circle, Make.com, Mailchimp and Microsoft Dynamics 365.
- Working competency in Python for data analysis, scraping and automation.