

Felicity Burch appointed as new Executive Director of the CDEI

News story

Felicity Burch has been appointed as the new Executive Director of the CDEI. Felicity is currently the Director of Innovation and Digital at the Confederation of British Industry (CBI). She will begin her role as Executive Director of the CDEI in August.



Following a process of fair and open competition, Felicity Burch has been appointed as the new Executive Director of the CDEI.

As Director of Innovation and Digital at the CBI, Felicity leads the CBI's policy work to create the conditions that enable businesses to innovate. Whilst at the CBI, she led the CBI's successful campaign for government to commit to a target for R&D expenditure and delivered agenda-setting work on technology adoption. She also spearheaded the CBI's work to ensure trust, accountability and diversity in the development and delivery of technology, with work on a wide range of issues such as building consumer trust in data, and the ethical use of AI.

Upon joining the CDEI, Felicity will work with the new Chair and refreshed Board of the Centre to support the delivery of the priorities set out in the government's [National Data Strategy](#).

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