



David Smith

David Smith is an HR Professional who has spent his entire career in the HR sphere. David is the former People Director of ASDA and a Companion of the CIPD.

Strong Beliefs

People are the only sustainable competitive advantage

A Great Place to Work!

The key to serving your customers well.

High Performance is unlocked through engagement and motivation

Mobilising discretionary effort is critical...

Themes

Building a High Performance Culture.

Practical pointers on how to.

People make the difference - do yours?

Motivation and Measurement

The Difference of a Strong Employer Brand

Managing Change in troubled times - can you do it well?

Innovative approaches to retention

Generations - what do they mean for employers?

What's the future of work?

David Smith commenced his career in the Coal Industry. He has a generalist Personnel background, with experience in Recruitment; Training & Development; Remuneration and Pay Administration. He honed his Industrial Relations skills in the crucible of the Miner's strikes and the subsequent restructuring of the Mining Industry in preparation for Privatisation. His career in the Industry spanned 19 years in a variety of locations and positions, where he developed a broad base of experience of the human resource problems facing leaders.

David is a Business Graduate from Sheffield & has an MBA from Henley Management College.

David was a Commissioner with the Equal Opportunities Commission from 2002-2005 and a Vice President of the CIPD for Organisation and Development between 2003 and 2005.

David has been a part of the Team which turned ASDA from ailing 4th rank Food Retailer - to the leading player it is today as part of the Wal-Mart family. He has been part of the People Team which has been making ASDA a great place to work since 1994, and has been People Director since July 2000, as part of the Executive Board of ASDA.

During his tenure David and his team have introduced groundbreaking initiatives such as ASDA's first all-colleague bonus scheme; Benidorm and Grandparent's Leave to help older workers achieve a better work-life balance; IVF Leave and Basic Skills programmes that help ASDA colleagues learn while they earn. These schemes, plus many more, resulted in not only ASDA being named one of the top UK places to work five years running by The Sunday Times, FT and FORTUNE Magazine but also David receiving the Sam Walton Award for his contribution to driving excellence in People Policies. Since then, David and the team have embarked on an exercise sharing ASDA best practice with colleagues from Wal-Mart. This has resulted in concepts such as Stores of Learning being adopted by every country in which Wal-Mart operates. The US have also adopted many of Asda's leading edge HR policies into their domestic operation.

David is married with 2 sons. He is a keen mountain walker,