

Biography - Will Creswell

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Deputy Director: National Capability,

Office for Product Safety and Standards

Department for Business, Energy and Industrial Strategy (BEIS)

Will has been a civil servant and regulator for over 3 decades, working across a wide range of regulatory issues ranging from crooked cucumbers, through national crises such as foot and mouth disease and pandemic 'flu through to food and product safety. He was previously Head of Consumer Protection at the Food Standards Agency before joining BEIS in 2017 to help with the establishment of a new national product regulator, the Office for Product Safety and Standards (OPSS).

Will is responsible for developing OPSS national capability to regulate the UK product safety system. He established a strategic research programme, in-house product testing and science/technical advice capability, a consumer and business behavioural insights programme, and incident management, systems, intelligence and risk analysis capabilities. He has oversight of the work of the National Measurement Office including its role in UK legal metrology. He is also responsible for the Government's relationship with the British Standards Institution (BSI) and UK Accreditation Service (UKAS).

