

Ashworth, Henry

International Alliance for Responsible Drinking (IARD)



Henry Ashworth was appointed Chief Executive of IARD in January 2017.

Prior to joining IARD Henry was CEO of the Portman Group in the UK for five years and co-chair of the government's Responsibility Deal Alcohol Network.

The Portman Group is the UK alcohol industry's Social Responsibility Organisation. Its two main functions are self-regulating alcohol marketing and leading industry partnership action in tackling harms caused by alcohol mis-use.

Before joining the alcohol social responsibility body, he was a key member of Prime Minister David Cameron's Behavioural Insights Team in No.10 Downing Street where he led the team's work applying behavioural science to public health policy (alcohol, obesity, diet, smoking, organ donation).

Henry joined the UK Civil Service in 2008, spending two years in the Better Regulation Executive challenging Government thinking on state-imposed regulation, with focus on considering mutually beneficial alternatives.

Prior to joining Government, Henry enjoyed success as a social entrepreneur. He led a revolution in sports and beach tourism, introducing the sport of kite surfing to the UK and Jamie Oliver's Fifteen restaurant to Cornwall.

/last updated: 27.09.2017/