

### **Biography of Alison Mackenzie**

Alison is currently Dean of Learning Services at Edge Hill University with responsibility for a wide range of academic services. One of her current priorities is to encourage greater engagement by her staff with the various client groups they support. She is an elected member of the SCONUL Executive Board and chairs the Performance Measurement and Quality Strategy group which is actively investigating the current and future roles of impact, value and analytics for academic libraries. She also chairs the CPD group of the North West Academic Libraries (NoWAL) consortium. An active advocate for the future of the profession she has recently published with her colleague Lindsey Martin, 'Mastering digital librarianship: strategy, networking and discovery in academic libraries' which discusses the impact of digital on the demarcation of traditional roles and services.