

# Farrokh Azad

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## Summary

I am a senior fire safety leader with a proven track record of building and developing fire engineering services within multi-disciplinary consultancies. As Partner and Head of Fire Safety at Calfordseaden, I lead the strategic direction of the Fire Safety division, focusing on service development, recruitment, professional accreditation, and growth planning. I am passionate about creating structured career pathways for teams, raising service visibility, and ensuring alignment with the latest building safety regulations.

Previously, as Operations Director at SWECO UK, I established and expanded fire engineering teams across multiple locations, collaborating closely with UK and international offices. I developed and implemented departmental strategies, built leadership capacity through mentoring, and strengthened technical and operational capability to deliver innovative fire engineering solutions at scale.

My earlier career includes leadership roles at SWECO UK, AECOM, and Hoare Lea, where I managed teams, oversaw complex project delivery, and supported colleagues in achieving their professional development goals. These experiences enabled me to refine my expertise in fire strategy design, performance-based engineering, smoke and evacuation modelling, and risk analysis, always with a focus on delivering practical, compliant, and high-quality outcomes.

I began my professional journey as a Fire Officer, gaining invaluable frontline experience in emergency response, incident investigation, and operational training. This early background continues to shape my engineering and consultancy approach, giving me a deep understanding of the real-world implications of fire safety decisions.

Academically, I hold a Master's degree in Fire Safety Engineering and a Bachelor's degree in Fire & Rescue Services Management, and I am currently pursuing a Doctorate in Business Administration. I am an active member of several leading professional institutions and hold qualifications in project management, expert witness, and leadership.

Beyond my professional commitments, I co-founded the National Fire Service Memorial Initiative, mentor young professionals through Migrant Leaders, and support a range of charitable causes. I am committed to advancing fire safety standards, growing high-performing teams, and providing strategic, innovative solutions that protect lives, property, and communities.

## Experience

### **Partner – Head of Fire Safety**

Calfordseaden

Oct 2024 – Present

As Head of Fire Safety Services at Calfordseaden, I have established and developed Fire Engineering Services to complement the firm's multi-disciplinary consultancy offering. I lead the strategic development of the Fire Safety division, setting the business plan and growth strategy to expand both our technical capability and resource capacity. My responsibilities have included securing key third-party accreditations (BAFE, IFSM, and IFE), driving recruitment efforts, and leading targeted marketing initiatives to raise the profile of our services.

Within the first 12 months, we successfully recruited a CFD Engineer and a Fire Risk Assessor, transferred two building surveyors from other teams into the Fire Safety division, and defined structured career development pathways for their progression. Through a focused bidding strategy, we have secured a work pipeline exceeding half a million pounds, with the goal of achieving a 20% profit margin in the first year. In addition to leading the service, I contribute to the firm's leadership by serving on the Building Safety Advisory Group, ensuring alignment with the latest building and fire safety regulations. I also sit on the Risk Management Group, reviewing contracts across all disciplines at the bidding stage and providing support in resolving any fire safety-related disputes.

### **Operations Director - Fire Engineering**

SWECO

Oct 2020 – Oct 2024 (4 years)

As Head of the Department of Fire Engineering at SWECO UK, I have developed and led five Fire Engineering teams across the UK and India, totalling 22 professionals. Leveraging the firm's multi-geography capabilities, I expanded the fire team in four UK locations; London, Bristol, Manchester, and Edinburgh supported by two CFD/Evacuation computer modellers based in New Delhi at SWECO India. Under my leadership, the team grew from six professionals in London to 22 across the UK and India, guided by a business development plan aligned with fire safety market demand and approved by the SWECO UK leadership board. I appointed four team leaders in the UK and collaborated with SWECO India leadership and HR to recruit and integrate the computer modelling team in India.

In my role, I set the department's business plan, strategy, and budget in alignment with SWECO UK's overarching objectives, and monitored performance against defined timelines. During the 2023–24 financial year, the department achieved its budgeted revenue of £2.2M with a 20% EBITDA margin, reflecting the successful execution of growth and operational strategies across multiple geographies.

### **Operations Manager - Fire Engineering**

As Team Leader of six Fire Engineers and Fire Protection specialists at SWECO UK in London, I was responsible for overseeing the delivery of projects from the bidding stage through to contract completion. My role included allocating resources, ensuring technical quality, and managing projects to deliver on time and within budget. I also managed the team's P&L, ensuring alignment with the business strategy and financial targets, while providing line management support to each team member to help them achieve both their professional development goals and the organisation's objectives.

During this time, I introduced several initiatives to enhance team collaboration and development, including document templates library, weekly online resource meetings, monthly online CPD sessions, and quarterly local team events.

### **Senior Fire Engineer - Team Leader**

AECOM

Jul 2018 - Oct 2020 (2 years 4 months)

Leading and line-managing a team of fire safety and fire protection engineers based in St. Albans and collaborating with the London team at Aldgate on a variety of projects across the UK and Middle East.

Working closely with UK&I Fire Engineering business leaders to deliver Fire and Risk Engineering services to clients, while supporting the team in achieving technical development, successful project delivery, and contributing to the group's P&L.

### **Fire Engineer**

Hoare Lea

Feb 2015 - Jul 2018 (3 years 6 months)

Reviewing building designs to ensure compliance with current codes of practice. Analysing and developing solutions for bespoke fire engineering challenges, including fire dynamics, smoke, and evacuation modelling. Conducting risk analyses of potential fire scenarios and providing expert advice based on the outcomes. Making recommendations for life safety systems and delivering performance-based solutions within the applicable regulatory frameworks. Assisting in the preparation of comprehensive fire strategy reports and liaising with project teams to ensure seamless integration of fire safety measures. stakeholders.

### **Fire Officer**

Iran Fire Brigade

Mar 2006 - Apr 2013 (7 years 2 months)

Fire and Rescue Team Leader / Scene Investigator / Fire and Rescue Operations Trainer

### **Basketball Coach**

Iran Basketball Federation

Jul 2003 - Nov 2005 (2 years 5 months)

Level 3 Coach

### **Military Service**

Iran Army

Oct 2001 – Apr 2003 (1 year 6 months)

Compulsory National Military Service

## Education



### **Anglia Ruskin University [offered]**

Doctorate (DBA),  
Business and Management  
2025 – Present



### **University of Central Lancashire**

Master of Science (MSc),  
Fire Safety Engineering  
2013 - 2014



### **University of Applied Science and Technology**

Bachelor of Science (BSc),  
Fire and Rescue Services Management  
2010 - 2012  
Associate Degree,  
Fire Safety Protection in High-rise Buildings  
2006 - 2009



### **Banihashemi College**

Diploma (Dip),  
Mathematics and Physics  
1996 – 2004

## Professional Accreditations

 **ENGC** – CEng of Engineering Council [ongoing]

 **UKAS** – Validator of SP205 Life Safety Fire Risk Assessment [ongoing]

## Memberships

 **MIFireE** – Member of Institution of Fire Engineers (IFE)

 **MSFPE** – Member of Society of Fire Protection Engineers (SFPE)

 **MIFSM** – Member of Institute of Fire Safety Managers (IFSM)

 **MIFPO** – Member of Institute of Fire Prevention Officers (IFPO)

 **MIET** – Member of Institution of Engineering and Technology (IET)

 **CIHM** – Member of Chartered Institute of Housing (CIH)

## Certifications

 **APAEWE** - Professional Expert Witness - Pearson Learning

 **LEAP** - Leadership and Business Strategy - SWECO

 **Certified Project Manager** - AECOM

 **Professionally Qualified Person** - Construction Skills Certification

 **Management and Leadership** - Fire Service College

 **Firefighting and Rescue in High-rise Buildings** - Fire Service College

 **Professional Firefighter** - Iran Fire Brigade

## **Community Service**

 **Co-Founder** - National Red Plaque Fire Service Memorial

 **Fundraiser** – The Distinguished Gentleman's Ride

 **Fundraiser** – The Firefighters Charity

 **Mentor** – Migrant Leaders

## **Skills**

Business Development - Business Strategy - Leadership - Fire Safety Engineering - Fire Protection  
Fire and Smoke Strategy - Fire Safety Management - Computer Modelling - Emergency Management  
Firefighting Operations - Risk Assessment - Project Management