Ashley Parry Jones CGeog is Director - Planning and Head of Profession - Land Services at WSP. Accredited in 2002, Ashley has been a Final Assessor for the Chartered Geographer scheme and now Chairs the Society's Professional Advisory Group.

I'm Ashley Parry Jones, I'm Senior Technical Director at Mouchel in our infrastructure & environment business. In the work we do for major projects, geography is absolutely essential. It's at the heart of the information management process we employ when dealing with massive datasets that have a strong spatial balance.

When the Chartered Geographer initiative came along it seemed like a natural home for me and my own professional ambitions. It also seemed to mirror the professional accreditations that many of my colleagues had in other disciplines such as environmental ecology, engineering, surveying and that kind of thing. The main benefits to me for being a CGeog are the recognition I get from my employer and also from my clients, who want to see that I am a capable individual and am exercising my geography skills in a way that's being recognised externally.

The opportunity to network, geography being a really broad church – it's extremely interesting to see how geography impacts other people in their careers which are completely different from my own and allows me to learn and take lessons from other area, other spheres of industry.

People should absolutely apply for Chartered Geographer if they have the appropriate background –not only will it help them join a community of like-minded geographers, but also help them gain professional recognition from their employer and from people they might work for as clients. And crucially, it helps them demonstrate to their employer that they are prepared to invest in themselves - and with luck that might mean their employer will reward them more. Certainly, people who have professional qualifications tend to receive greater salaries."