



---

# GUS ACADEMIC SUMMIT

---



## **DR LUCY ATKINSON**

**Dr Lucy ATKINSON is the Director of the Institute of Foundation Studies at Arden University. Qualified with Bachelors, Masters and Doctor of Philosophy, Lucy is also an avid conference presenter, guest speaker and sharer of practice in the HE community. Lucy is an experienced senior leader of foundation year provision in a HE context working with different sizes of provision and subject-areas and previous award-winning ‘Lecturer of the Year’ at the University of Northampton in 2019. Lucy has a demonstrated history of working in higher education on different levels and provision, including English for Academic Purposes for international and home/EU students, Levels 3-7 in Psychology/Education/Marketing and has developed Foundation Year provision enabling access to university for a diverse cohort of students. Lucy has an excellent understanding of key statistics and actions for a successful university programme including progression, continuation, and module/teaching satisfaction ensuring an increase in these metrics and an improved student experience. Lucy’s understanding of the diverse student needs allows her to implement relevant interventions when needed as well as offering suitable pastoral support.**



## DR FARSHAD BADIE

**Dr. Farshad Badie holds a PhD in Human-Centered Communication & Informatics, specialising in logic, information science, and learning/cognitive science within socio-technical communication systems. He earned his doctoral degree from Aalborg University in Denmark in 2017. Dr. Badie's research primarily focuses on semi-formal conceptual/logical languages and their applications in semantic knowledge modelling. Specifically, his research frameworks involve the logical, ontological, and semantic analysis of the fundamental components of meaning and cognition within cognitive/knowledge agents' interactions. Furthermore, he analytically explores the conceptual and logical aspects of 'change' and 'innovation' in human-centered and organisational contexts, considering both systematic and strategic viewpoints. Additionally, Dr. Badie serves as an editorial board member and reviewer for numerous journals covering computer science, formal languages, theory of artificial intelligence, cybernetics, decision/learning sciences, and management sciences. He has also participated as an organising and scientific committee member in over 170 conferences and workshops held across Europe, America, Australia, Asia, and Africa.**



## **PEDRAM BANI- ASADI**

**Pedram Bani Asadi is an award-winning leader and law masters graduate with years of experience in positions of teamwork, leadership and management. Pedram is also a part-time student studying a course on Higher Education, Leadership and Management.**

**Pedram sits on the Student Advisory Group of the UK Council for International Student Affairs, serves as a local school governor and works as the Co-president of the University of Law Students' Union. Handling all matters related to the student experience, ensuring that issues are addressed, students are heard and understood and that there is strong, bold and daring student representation that holds the University into account.**



## **DR PATRICK BAUGHAN**

**Dr Patrick Baughan joined the University of Law in September 2022. He has held previous roles at Advance HE, UCL, City, University of London and the University of Leicester. Patrick is an experienced higher education researcher: his PhD, supervised at Lancaster University, examined student and staff sociologists' conceptions of sustainability, using the phenomenographic approach. He has authored many journal articles, book chapters and other outputs in areas including assessment and feedback, academic integrity, and Education for Sustainable Development. In addition, he has published on qualitative methodologies including phenomenography and narrative enquiry.**

**He was a lead author for the Quality Assurance Agency / Advance HE Education for Sustainable Development Guidance document (2021) and edited two widely-adopted publications On Your Marks: Learner-focused Feedback Practices and Feedback Literacy (2020), and Assessment and Feedback in a Post-Pandemic Era: A Time for Reflection and Learning (2021) (both Advance HE). He has given keynote papers in the UK and internationally, predominantly on issues related to assessment and sustainability. He co-founded the Learning, Teaching and Assessment Network for the Society for Research in Education (SRHE), previously convening the Society's Newer Researcher Network. He is co-convenor of the Researching Higher Education Network for the European Educational Research Association.**



## PROFESSOR MARY BISHOP

With a first degree in English Language and Literature, a masters in business and management research and a PhD in social accounting, Mary is a Fellow of Chartered Association of Certified Accountants (ACCA). Currently Director of Learning at the Royal Society of Medicine, a former Director of Learning for ACCA Global. With industry experience herself as a leader in education, technology, manufacturing and utility businesses. Professionally qualified in both marketing and accounting, she has also held senior university leadership roles and is an author of over 15 books including the first edition of the Oxford Dictionary of Accounting.

Alongside her executive work, Mary currently holds a portfolio of roles including NEDs and national UK regulatory positions, and leads a commercial and education consultancy focusing particularly on developing innovative digital teaching and learning models, governance and risk management and regulatory compliance. Drawing on these themes, she has written for both UK national consultations and think tanks on the need to develop a more flexible approach to education credentials.

She has recently finished a 4 year term as a Commissioner on the UK all party thinktank, the Higher Education Commission, is a Queen's Anniversary Prize Higher Education Panellist and sits on the Council of the British Accreditation Council. With contributions to parliamentary research, academic journals/books and conferences, and women in accountancy initiatives over the past 25 years, in 2016 she was awarded honorary Chartered Accountancy status for her contribution to global accountancy education.



## **DR KADDOUR CHELABI**

**Kaddour Chelabi, Algerian/Italian theoretical physicist. My field of expertise in applied mathematics lead me to explore more the world of finance and sociology since they are all considered as dynamical systems in eyes of theoretical physics.**

**Being fascinated and interested in deciphering the structure and dynamics of societies enable me to dive deeper in doing research on building models of financial interactions as well as sociological behavior of human species, individually and as a whole in terms of countries and civilisat**



## **BRUNO CIGNACCO**

**Dr Bruno Roque Cignacco (PhD) is an international business consultant, TEDx speaker, lecturer, and best-selling author. For over 20 years, he has advised and trained hundreds of companies on international trade activities and social marketing. He is a university professor at different institutions in the UK. He is a Senior Fellow of the Higher Education Academy (HEA - UK). He is also the author of business and personal development books published in different languages. His new best-selling book is titled “THE ART OF COMPASSIONATE BUSINESS. MAIN PRINCIPLES FOR THE HUMAN-ORIENTED ENTERPRISE”**





## **JANIE GONSALEZ**

**Janie Gonzalez is the Strategic Partnerships Manager at Bodyswaps, a VR/AI Soft Skills Training Platform. Bodyswaps supports 250+ Education and Healthcare institutions to develop their learners' communication, empathy, and leadership skills by delivering transformative soft skills training experiences. Janie is based in London and is currently working with FE, HE and Healthcare organisations across the UK.**



## **SOPHIE HARRISON**

**Sophie has an extensive background in student support, representation and engagement within Higher Education. In her current role as Managing Director of the Students' Association at Arden University, she has developed foundational governance, a 5 Year Strategic Plan backed by the University & Board and started to lay the foundation for exploring delivering independent advice as a non-independent entity.**

**Sophie has worked in 5 very different Higher Education Institutions over her career, developing her senior management experience in Students' Unions. She is passionate about empowering students to make the change they want to see in their education and enabling equitable opportunities both inside & outside the classroom.**

**She holds a Master's degree in Marketing, Consumer Culture & Consumption and has spoken at a number of conferences within the sector including the National Union of Students Membership Services Conference.**



## HUMA HASAN

Huma Hasan, a dynamic leader, champions societal change. As the first BAME female President of the University of Law's Students' Union, Huma led with visionary commitment. She has enhanced academic affairs and student life through initiatives focused on feedback, sustainability, mental health, and equality. Huma's tenure showcased collaboration and impactful leadership. In her legal career, Huma has contributed to major international legal investigations. Huma's proactive engagement in Westminster's Parliament events on public policy and education reform highlights her passion for societal change, further cementing her status as a visionary leader and advocate for inclusive excellence.



## **DR SHADI HIJAZI**

**Dr. Shadi Hijazi is a seasoned management consultant with extensive multinational experience, especially in the Higher Education sector. As a principal consultant in the Institutional Performance Division at Quacquarelli Symonds (QS), he has led and contributed to numerous consulting projects worldwide, and oversees insights and data operations in the Consulting and Insights Team. His expertise lies in performance enhancement, change management, strategy, internationalization, research, and marketing & branding. Dr. Hijazi's international projects span across the Middle East, Russia, Kazakhstan, Japan, Malaysia, South Korea, the Philippines, and Indonesia.**

**Between 2010 and 2016, he taught courses accredited by The Chartered Institute of Marketing (CIM), CAM Foundation, and the Digital Marketing Institute (DMI). He developed and taught courses on Digital Marketing Essentials, Planning and Implementation. Additionally, he has delivered professional training in Management, Marketing, and Business Fundamentals across various formats, including executive development programs, private tutoring, and business courses.**

**Dr. Hijazi earned his PhD in Business Administration from Kobe University, Japan, focusing on the synergy between business performance and knowledge management tools.**



## **DEBRA HINDS**

**Debra Hinds, who joined Arden University in May 2021 as Associate Pro Vice Chancellor Partnerships, now serves as the Pro Vice Chancellor International since January 2023.**

**In her role, she leads the Centre for Academic Partnerships, with a focus on internationalizing the university. Debra's goal is to expand Arden University's global presence through franchised partners, study centres, and academic institutions worldwide, offering undergraduate and postgraduate programs to international students.**

**Before her current role, Debra spent 16 years in academia, including leadership positions in law faculties and partnership development for BPP University.**

**She also has a background in legal practice and specializes in subjects such as the English Legal System, Company Law, and EU Law.**



## **FENG JIAO**

Feng is designated as a lecturer and exerts primarily as module leader for MBA International Programme at Arden University. After completing his PhD in Operations Management from Newcastle University, U.K, he has served with numerous academic institutions in the U.K. and engaged in research. Feng has rich teaching and research experience in the field of operations management, international business management, healthcare supply chain management and logistics and transportation. He has participated in some academic and industrial projects funded by British Councils. He has been the reviewer of The International Academic Forum (IAFOR) since 2015, the editorial board member of Journal of Business Management and Administration since 2019, and the nominee of the outstanding contribution to pastoral support in the Education Awards by Newcastle University Student Union in the year of 2019. From 2017, he is a member of Chartered Institution of Logistics and Transportation (CILT) and a member of Chartered Management Institute. As a young academician, Feng is currently working on various projects to aid medical service suppliers such as NHS and other private healthcare organisations in the UK and China. Before joining Arden University, Feng worked in Newcastle University and Coventry University.



## **PATRICK JOHNSON**

**Patrick has responsibility to develop and embed EDI strategy at the University, ensuring that the EDI agenda is inherently considered and factors in everything that we do.**

**Previously, Patrick was Head of Equality, Diversity and Inclusion at the University of Manchester for over 13 years. During this period, he was a member of numerous national committees in relation to diversity and inclusion. He is currently a commissioner with the Disabled Students' Commission (DSC) and is Deputy Chair of the Equality and Diversity Advisory Panel for Research England's Research Excellence Framework 2021.**

**Patrick also has over 16 years' experience in the field of careers information, advice and guidance. This role included working with major graduate employers to develop 'Positive Action' initiatives such as mentoring and internships targeted at underrepresented groups, to help increase their employability.**



## **PROFESSOR DR IRIS LORSCHIED**

**Iris Lorscheid is a Professor of Digital Business & Data Science and Vice-President of Research at the University of Europe for Applied Sciences in Hamburg. She holds degrees in Computer Science and Public Administration and earned her PhD in Computer Science with summa cum laude from the Technical University of Hamburg. Her dissertation was awarded the best dissertation in 2014 by the Hamburger Volksbank Foundation. Prof. Lorscheid is an elected board member of the European Social Simulation Association and a member of the scientific advisory board for the Artificial Intelligence for Assessment project funded by the Volkswagen Foundation. She is also an editorial board member of the Journal of Artificial Societies and Social Simulation and serves as a reviewer for various established international journals. Professor Lorscheid is an expert in the field of data science and agent-based simulation, focusing on the analysis of social systems and the development of data-driven theories.**





## **PROFESSOR CARL LYGO**

**Professor Carl Lygo is the Vice Chancellor of Arden University and a Professional Conduct Panel member of the Teaching Regulation Agency in England.**

**Carl practised as a Barrister and was included in The Lawyer magazine's Hot 100 Lawyers. He was the founding CEO and Vice Chancellor of BPP University where he spent 21 years, creating the UK's first for-profit University. He was CEO of BPP Holdings plc a FTSE 350 listed company. He has served as a Board member of HEFCE, the Judicial Studies Board, the General Chiropractic Council, UCFB, Doncaster Rovers Belles, HEPI and was a founding board member of the new regulator for Higher Education in England, the Office for Students (OfS)**



## **DR ALFRED M'BETEH**

**Dr Alfred M'beteh is an educator, a practicing entrepreneur, business consultant, researcher, and author. He has over 12 years of combined experience in corporate training, teaching, and developing course contents on entrepreneurship, change management, leadership and strategy across different organisations and universities in the UK and around the world.**

**He is currently a Senior Lecturer and the Head of Arden University Enterprise Incubator which targets over 40,000 past and current students with the aim of either stimulating their mindsets towards entrepreneurship and developing their existing ideas and business.**

**Alfred holds a PhD in business with specific reference to entrepreneurship education. He is an active researcher and a practicing entrepreneur involved in both the publication and creation of a few enterprises. His research focus is on entrepreneurship education, strategy, change and leadership.**



## **PROFESSOR MARCO MONGIELLO**

**Marco is responsible for the leadership and success of ULaw Business and Science in the UK and internationally. With over two decades of experience in UK Higher Education, Marco champions the vision of bringing a positive impact on society, by contributing to and nurturing the values of responsible and creative leadership in businesses and wider communities globally, through education.**

**Previously, Marco has served the University of Surrey as Dean International, and Executive Director for PG Programmes in the Business School. Prior to that, he served at the Imperial College Business School, where he led the MSc Management programme, launched the MSc Innovation, Entrepreneurship & Management, transformed the Executive MBA Programmes and created Student Experience events of national resonance. Marco contributes to the operations of international bodies aimed at upholding and redefining the highest standards of education globally.**

**Marco holds a PhD in Accounting and is a Chartered Accountant with the ICAEW and has a research interest in performance management.**



**DR.  
ELIZABETH  
R. MOORE**

**DR. ELIZABETH R. MOORE IS HEAD OF LEADERSHIP AT THE UNIVERSITY OF LAW BUSINESS SCHOOL. HAVING RECEIVED HER BA FROM COLUMBIA UNIVERSITY, NY AND PHD IN CULTURAL STUDIES FROM THE UNIVERSITY OF TEXAS AT AUSTIN, ELIZABETH HAS HAD AN INTERNATIONAL ACADEMIC CAREER, TEACHING AT UNIVERSITIES IN THE U.S., RUSSIA, FINLAND, AND THE U.K. SHE HAS ALSO HELD VISITING FELLOWSHIPS AT HARVARD UNIVERSITY AND ST. PETERSBURG STATE UNIVERSITY IN RUSSIA. ELIZABETH IS A FELLOW AT HUGHES HALL, CAMBRIDGE UNIVERSITY AND RECEIVED HER DIPLOMA IN COACHING AT CAMBRIDGE UNIVERSITY. IN ADDITION TO HER ACADEMIC CAREER, ELIZABETH HAS WORKED OVER THE PAST DECADE WITH STUDENTS AND PRIVATE CLIENTS AS A LEADERSHIP COACH. HER RESEARCH INTERESTS INCLUDE, AMONG OTHERS, THE PSYCHOLOGY OF LEADERSHIP, CULTURAL INTELLIGENCE, AND EMOTIONAL AGILITY.**



## **DR TERFOT NGWANA**

**Dr Ngwana is currently a Programme Team Leader (PTL) at the School of Leadership and Management at Arden University (AU), UK, based at the Leeds Study Centre. He is a passionate teacher with a long record of teaching and research, especially in leadership and development, international business and development. His current research interest is in enterprise education and development.**

**Over a period of about 32 years, he has developed a record of research, middle management, programme leadership, teaching and examining on doctoral, masters, and undergraduate programmes in 3 education systems UK, Norway, and Cameroon. With more than 10 doctoral completions, he has worked as a visiting Fellow/Lecturer of International Education and Development at the University of Oslo Norway where he has worked on programmes such as ERAMUS Mundus (a European Commission cultural exchange postgraduate programme) in International Education and Development. Dr Ngwana's other consulting work has been as Chair of a Reading Committee at the Chevening Secretariat of the Association of Commonwealth Universities (part of the Foreign and Commonwealth Office), London, UK. He was recognised for being the first UK based academic to be awarded the University Council for Educational Administration (UCEA) Jackson Scholars Award.**



## **PROFESSOR ANDREA NOLLENT**

**Professor Nollent is The University of Law's Vice-Chancellor & CEO, a position that she has held since 2016.**

**Andrea began her academic career at Sheffield Hallam University, where she rose rapidly to become Head of the Law School and then Assistant Dean of Faculty leading a wide range of professionally accredited academic schools. She then went on to become the Dean of Nottingham Law School at Nottingham Trent University, one of the largest full service law schools in Europe. She is Visiting Professor at the University of Paris Est.**

**Andrea's career has focused on the development of innovative academic and professional courses, securing sustainable growth and expansion of the portfolio whilst consistently enhancing the experience and outcomes for students and client firms. She has extensive international experience of developing collaborative degree programmes and professional training across a range of jurisdictions.**

**Andrea has published widely in the fields of comparative legal education and the internationalisation of higher education policy, attracting extensive research funding for her work.**



## **DR. ANDRES PEREZ RUIZ**

**Dr. Andres Perez Ruiz is a senior academic leader currently serving as the Director of The University of Law Business School, with over two decades of experience in academia and leadership roles within prestigious business schools.**

**His journey in academia began after a successful career as a Barrister, where he transitioned to executive management roles at the c-suite level within the dynamic realms of tourism, real estate, and internet industries. In 2000, Dr Perez redirected his career path towards higher education, assuming the role of Director of Programmes at the Malaga campus of San Telmo Business School in Spain.**

**His international experience expanded as he ventured to the UK in 2014, serving as the MBA Programme Manager and Dubai MBA Director at Cass Business School, now known as Bayes Business School (City, University of London), renowned globally for its excellence in business education.**

**Since May 2019, Dr. Perez has led The University of Law Business School, overseeing its academic and executive strategies across multiple campuses including London Bloomsbury, Moorgate, Birmingham, Manchester, Leeds, and Online. Additionally, the ULBS extends its reach through partnerships in Germany.**

**Dr. Perez is recognised as a Senior Fellow of Advance HE in the UK, holding a distinguished educational background comprising a BSc in Economics and Business, an LLB, an MBA, and a PhD in Business, with a focus on Strategy in Business Schools. He is currently finalising a professional doctorate in education at UCL (EdD), investigating the collaboration between industry and business schools in the UK.**



## **DACE ROZINA**

**Dace Rozina is our Student Association President and is currently pursuing a BA (Hons) Business at Arden. Originally from Latvia, Dace started her academic career as a Student Event Organiser while studying a Level 7 NVQ veterinary course in her home country. During her studies at St. Patrick's college in the UK, Dace became Group Representative followed by Student Council Event Organiser and Student Council President before graduating with an HND in Business. Being President of the Student Association is important to Dace because she is passionate about students having a voice and contributing towards Arden being the best place it can be for current and future students.**





## **DR SVITLANA SAMOYLENKO**

**Dr. Svitlana Samoylenko is an accomplished lecturer of business studies who has spent part of her career in international business development and management. Dr. Samoylenko holds a postgraduate degree in Philosophy of Science (PhD) as well as a Master's degree in Management, BA in English Philology, and a CELTA certificate from Cambridge. She places specific focus on preparing students to emphasize creativity, sustainability, innovation, strategic planning.**

**As an experienced business leader, Dr. Samoylenko understands the importance of intercultural management. She has managed teams in import/export trading operations across Europe, Asia, UK, and USA, making her an expert in the field. Dr. Samoylenko has occupied senior management roles across a range of companies, cooperating with both privately held and public companies. Through her teaching, Dr. Samoylenko strives to instil in her students the skills they need to adapt to the ever-changing business environment.**



## DR PAUL SANT

Dr Paul Sant received his BSc (Hons) in Computer Information Systems from the University of Liverpool in 1999, and his PhD from King's College, London in 2003. He is an active researcher and has over 10 PhD completions in the area of Cyber Security, Artificial Intelligence and smart systems development. His main area of expertise is in the area of systems modelling for cyber systems, and he has been working in this field since 2007. He has over 50 research publications in peer-reviewed journals and conferences and is a reviewer for a number of IEEE and other notable computer science journals and has been a reviewer on a number of Engineering Physical Science Research Council (EPSRC), part of UK Research and Innovation (UKRI). He has secured over £400,000 of research grants, and has successfully supervised Knowledge Transfer Partnerships (KTPs) working in collaboration with industry.

Paul is currently the Head of Computer Science at The University of Law, a position he has held since October 2022. He is driving and developing an innovative computer science offering that is focused on synergies and interdisciplinarity across related disciplines (Business, Criminology, Law and Psychology). Prior to joining The University of Law he spent 17 years at the University of Bedfordshire in a variety of academic and management positions, with the final four years at Bedfordshire as the Head of School for Computer Science and Technology.



## RIA SIDHU

With more than 14 years of involvement in the UK higher education in various academic roles including senior leadership I champion quality assurance - module development, student experience and achievement, implemented inclusive assessment strategy. My accomplishments include attaining the esteemed Chartered Manager status from the Chartered Management Institute, a testament to my exceptional leadership and management abilities. I am an Advance HE Aurora graduate – and promote women leadership in HE. I strongly believe in and represent Arden University Values ‘SPARK’ as a Senior Lecturer & Programme Team Leader within the School of Leadership and Management. I possess the capability to effectively deliver a broad array of modules falling under the Business, Leadership and Management, and Entrepreneurship domains. I hold the impactful role of Business Faculty Representative within the Equality, Diversity, and Inclusion committee. I have associated with Northumbria University, University of West London and University of Bedfordshire in various roles including visiting faculty, PG supervision etc. My sector wide engagements include External Examiner for University of Law, University of Suffolk, and Pearson Higher Nationals. I am contributing to the HE wide quality assurance by sitting on various programme review and approval panels and committee. I am local authority school governor – and see this as my contribution to my local community.



## **PROFESSOR BRIAN SMITH**

**Professor Brian Smith, PhD, PFHEA, NTF, has been the Director of Academic Enhancement & Research at the University of Law since March 2019. His interests relate to learning behaviour in contemporary educational environments which has spanned different subject disciplines, including health/medicine, education, engineering, performing arts, psychology, and now, law.**

**In 2012, he was awarded the prestigious Higher Education Academy National Teaching Fellow recognising his success in working with employers and learners to create inspiring and innovative new learning models. Professor Smith is also a Principal Fellow of Higher Education and contributes to the coaching of others in their Fellowship and career aspirations. In his research work, he focuses on aspects of the student experience that lead to student success. He is particularly interested in identity, creativity and educational gains. His externality includes External Examining, Advance HE Accreditor, TEF 2023 Panel member and reviewer for international journals.**



## **PROFESSOR DR NATALIIA STUKALO**

**Nataliia Stukalo is the LSBF (London School of Business and Finance) MBA and Finance Programme Leader. Nataliia completed her PhD and DSc at Kyiv National Economic University and has had internships and trainings at Harvard University, University of Amsterdam, University of Liverpool, and many other prestigious institutions. Nataliia is a well-known Ukrainian educator, researcher, and international quality assurance (QA) expert, and is also one of the creators of the modern higher education QA system in Ukraine. Professor Stukalo has authored more than 100 academic papers on International Economics, Global Finance and Higher Education issues. Nataliia currently resides in Kyiv, Ukraine, and identifies her personal mission as serving as an academic leader by promoting a culture of quality, high standards, and forward-thinking. Professor Stukalo aims to equip students with relevant competencies to succeed in the changing globalised world, ensure that colleagues share values of research and teaching excellence, and maintain an equally high level of educational quality worldwide.**



## **DR SYED ALI TAREK**

Dr. Syed Ali Tarek is an award-winning academic with over 15 years of experience in the UK higher education sector. He is a proficient teacher, program developer, manager, and leader at both undergraduate and postgraduate levels. Syed possesses excellent interpersonal skills that enable him to negotiate change and steer academic departments towards consistent target achievement and improved best practices in line with OFS and PSRB requirements. He is also a Senior Fellow of the Higher Education Academy, recognising his significant contributions to teaching and learning in higher education. He is an enthusiastic public speaker who enjoys sharing world-class research with diverse audiences, including Heads of Countries, academic leaders, learned societies, and international agencies such as the UN. Dr. Tarek holds a Computer Engineering Degree and Business Administration Degree from the University of East London, an MBA from Anglia Ruskin University, an MPhil and a PhD from Liverpool John Moores University, and an MSc in Educational Assessment from the University of Oxford. Syed has received several awards and recognition for his education and sustainability contributions. He won the World Summit on the Information Society (WSIS) PC in 2017 and was a finalist for the WSIS Prize 2017, Switzerland. Dr. Syed was also a winner of the World Summit Awards 2017 National Contest in Bangladesh and a finalist for the RISK Award 2017 project fund from UNISDR and Munich Re Foundation in Germany. He was a runner-up for the BRAC Manthan Digital Innovation Award 2017 in India and Bangladesh.



## CAROLINE TOLOND

**Caroline has more than 20 years' experience in the Careers and Employability sector, working for a wide range of public and private higher education institutions, in the UK and internationally, and prior to Arden led teams at the University of London and King's College London. She is passionate about delivering excellence in employability and careers and implementing technology to enable careers information, advice, and guidance to be accessible to all students. Caroline has a MChem chemistry degree from the University of Warwick, a postgraduate qualification in careers guidance, and graduated in 2020 with an MBA with a focus on technology management from the Open University.**



## **PROFESSOR MAURITS VAN ROOIJEN**

**Professor Maurits van Rooijen is Chief Executive for Academic Affairs at Global University Systems (GUS). He is also the President of the University of Europe for Applied Sciences, Germany.**

**Before the launch of GUS, he was CEO/Rector Magnificus of Nyenrode University, in the Netherlands, and prior to that Executive Vice President, University of Westminster, London, acting VP at Victoria University Melbourne, VP (International) at Leiden University in the Netherlands. He also held positions at the Erasmus University Rotterdam and his Alma Mater, Utrecht University.**

**Prof Maurits started his academic career at his alma mater Utrecht University with pioneering work in sustainable urbanisation. He was visiting professor at universities around the globe.**

**He has held leadership positions with international organisations such as including the World Association for Cooperative and Experiential Education and, the Compostela Group of Universities.**





## **PROFESSOR ALISON WATSON**

Alison started with Arden (RDI) for 18 years ago and has supported students on various management courses at all levels. She is currently the Head of School for Leadership & Management, the largest School in the University. Alison has also taught in a number of other higher and further education institutions. Prior to this she was an operations and project manager for a number of large retailers, and therefore has much experience in the field of business and management. She is a Principal Fellow of the HEA, Fellow of the Institute of Enterprise and Entrepreneurs, a Chartered Manager with the Chartered Management Institute, and Chartered Marketer with the Chartered Institute of Marketing. She gained her MBA from the University of Leicester and her PhD from Teesside University. Her research focused on the marketisation of higher education, market segmentation, student recruitment and e-learning. Her current research interests lie in online brand communities, sustainable development, responsible leadership, and supporting students to succeed.



## KEITH WONG

With over 20 years of experience in creating management education contents and managing business operations in technology, hospitality and non-governmental sectors, Keith Wong has proven records in strategic planning, business development, and C-suite level engagement across Asia-Pacific. Currently a Senior Lecturer at Arden University, Keith oversees the Executive MBA programme while also leading the development of the online MBA International programme to be delivered to Mandarin-speaking students.

Before joining Arden, Keith was an Administrative Director at CUHK Business School in Hong Kong where he led the strategic process of elevating the school's position on the Financial Times Global MBA Rankings. Keith had also been the Director (International Secretariat) at the Association of Pacific Rim Universities, where he led a multinational staff team to organize joint research and student activities in collaboration with 45+ research universities across North America, Asia and Australasia. Formerly a Senior Researcher at the Harvard Business School Asia-Pacific Research Center, Keith co-authored more than 20 teaching cases about companies in East and Southeast Asia, Australia and New Zealand.

Earlier in his career, Keith held management positions in the technology and hospitality sectors. From 2000 to 2002, he oversaw the business operations of a cloud service provider. Prior to that, he was active in business development activities with a hotel chain in China. He had also instructed marketing courses as a lecturer at The Hong Kong Polytechnic University.