

PROGRAMME.

GLOBAL CONFERENCE 2021
PROGRAMME.

10 – 12 MAY 2021



ASSOCIATION
OF
AMBA^S

BE IN BRILLIANT COMPANY



BUSINESS GRADUATES

ASSOCIATION

LEADERS NEVER STOP LEARNING

WELCOME.

PARTNERS



KEYNOTE SPONSORS



EVENT SPONSORS



Welcome to the virtual AMBA & BGA Global Conference 2021.

The key theme of the event is global digital transformation and the future of business education – and it seems fitting and appropriate that AMBA & BGA is embracing the exciting and innovative new technology that’s emerging in order to deliver an immersive and engaging event – namely, AI matchmaking for networking, virtual roundtables for collaboration and discussion, and ultra-high-definition live streaming for every keynote presentation and plenary session.

This year, however, in light of the seemingly insurmountable challenges we are facing, I hope that the content and focus of our Global Conference will serve not only as an opportunity for reflection for you, but also as a call to action.

Other themes we’re exploring during the event, include: future-proofing for a ‘new normal’ and continuing volatility; disruption in business education; diversity, inclusion, social mobility, and equality; the climate and sustainability agenda and the response of Business Schools; lifelong learning and stackable qualifications; Business Schools’ impact on communities and societies; economic and geopolitical disruption and their effects on Business School strategy; evolving programmes to reflect the future needs of employers; and globalisation and building worldwide partnerships. None of these topics are straightforward. They all require collaboration, careful thought, discussion, and yet – most importantly – decisive action.

The greatest opportunity for Business Schools is to mould their students into a global force for good to address the myriad of issues we’re facing collectively. The past 12 months have given Schools an unprecedented opportunity to innovate, and now is the time to put these innovations into practice to generate traction together, and to make a difference for the benefit of the world.

I would like to take the opportunity to thank our lineup of speakers, as well as our partners and sponsors, for their insight and support in making this event possible. Please take the opportunity to network with them – and each other – using the interactive tools we’ve provided for the duration of the conference.

I’m very much looking forward to having an inspirational conversation with you all during the event.



Andrew Main Wilson
CEO, AMBA & BGA

FORMATS

AND NETWORKING.

KEYNOTE PRESENTATIONS

Business School leaders and industry experts will share their insights through presentations and interviews from our live studio.



PANEL DISCUSSIONS

Deans and directors from Business Schools, alongside MBA alumni, employers, campaigners, and other industry experts will join a variety of panel discussions that aim to bring as much opinion, discussion and insight as possible to the AMBA & BGA Global Conference 2021.



ROUNDTABLE COLLABORATIONS

Eight interactive roundtable discussions are planned for the AMBA & BGA Global Conference 2021, which have been kindly supported by our sponsors and partners.

Each roundtable will allow delegates to select topics that are of most interest to them, meet virtually, debate issues that will arise during the conference, and share their own insights with fellow delegates in moderated sessions.

MEETINGS

Our conference platform's intuitive AI will help you plan meetings with fellow delegates and speakers, with whom who share common interests. The platform's agenda planner, meanwhile, will allow you to schedule and tailor the whole event – meetings, sessions, roundtables, and breaks – all to your own diary and requirements.



WORKSHOPS

Alongside the roundtables, a number of workshops will be running, which will offer practical advice on topics including:

- Digital transformation of pedagogy
- AMBA & BGA accreditation
- AMBA & BGA membership for students and graduates
- The latest research and insight in the higher education field

And much more...



PRE-CONFERENCE WORKSHOP.

Closing the loop: making the most of learning outcomes assessment data for better decision making

MONDAY 10 MAY 2021

09.00 – 11.00 BST

One of the many challenges accreditation and quality assurance managers face is making sense of the overwhelming data that comes from assessing programme learning outcomes.

AMBA, like most national and international accreditation agencies, requires Business Schools to have a rigorous process for assessing and analysing learning outcomes, as well as a process to ensure that any resulting decisions are based on findings.

The key to making good decisions for any possible changes to an academic programme lies in both the reliability and validity of the outcomes assessment data.

So, instead of simply 'checking the box' that the necessary data has been collected, this workshop will help you learn how to use that data for a more comprehensive, analytical, and meaningful approach to decision-making.

Combining best practices and actual case studies, a panel of accreditation and quality assurance experts will explore how to successfully 'close the loop' for your learning outcomes assessment process.

SPEAKERS

Alimaa Jamiyansuren

Director of Asia Pacific Operations,
Peregrine Global Services

Katalin Kovacs

Associate Dean, Global Education Programmes,
Maastricht School of Management

Paul Mallette

Director of International Operations,
Peregrine Global Services

Chris Wert

Dean for Accreditation and Quality,
De Vinci University

PROGRAMME.
SCHEDULE

10
MAY
2021

PROGRAMME.

SCHEDULE

11.15 – 11.30 BST

Conference overview and welcome

Andrew Main Wilson
CEO, AMBA & BGA

Bodo Schlegelmilch
Chair, AMBA & BGA; Professor of Marketing, WU Vienna

11.30 – 12.00 BST

Keynote 1

Creating responsible strategic leaders – are we for real?

Andrew Burke
Dean, Trinity Business School, Trinity College Dublin

12.15 – 12.45 BST

Keynote 2

Digital assessment – assessment authenticity and administrative efficiency

Ishan Kolhatkar
General Manager UK, Inspera Assessment

12.45 – 13.00 BST

Networking break

M
O
N
D
A
Y

Please note there will be a 15 minute intermission between each session to allow for comfort breaks and studio equipment resets.

MONDAY

13.00 – 13.45 BST

Breakout 1

Responsible leadership – developing MBA alumni to be a global force for good

Chair

Udochuku Richson
District Sales Manager,
Eli Lilly; MBA Student of the Year
winner, AMBA & BGA Excellence
Awards 2020

Speakers

Oluwatobi Ajayi
Founder and CEO, Nord
Automobiles; MBA Entrepreneur
of the Year winner, AMBA & BGA
Excellence Awards 2021

Gaya Gamhewage

Head of Learning & Capacity
Development, WHO Health
Emergencies Programme, World
Health Organization (WHO)

Sian Sutherland

Co-Founder, A Plastic Planet

13.00 – 13.45 BST

Breakout 2

Enrolling the incoming class of 2021 – insights into the diverse journeys of prospective students

Rahul Choudaha

Director, Industry Insights and
Research Communications,
Graduate Management
Admission Council (GMAC®)

14.00 – 14.30 BST

Keynote 3

The next era of business — how B2B e-commerce is shaping the post-pandemic world

John Caplan

President of North America and Europe, Alibaba.com

14.30 – 14.45 BST

Networking break

14.45 – 15.30 BST

Breakout 3

The digital transformation of pedagogy – how virtual reality helps

Alain Goudey

Chief Digital Officer and
Professor of Marketing,
NEOMA Business School

14.45 – 15.30 BST

Breakout 4

Leveraging digital credentials in higher education

Duncan Mitchinson

Chief Revenue Officer,
Accredible

15.45 – 16.15 BST

Keynote 4

The digital future of business education – three key insights

Simone Hammer

Head of Marketing, Learning Experience, Barco

16.30 – 17.00 BST

Keynote 5

Transforming learning into business impact

Ignacio de la Vega

Associate Provost for Academic Affairs, Faculty and Internationalisation,
Tecnológico de Monterrey

MONDAY

11
MAY
2021

PROGRAMME.

SCHEDULE

08.30 – 09.00 BST

Keynote 6

Post-Covid-19 employment – the relevance of MBAs

Wendy Loretto

Dean, University of Edinburgh Business School;
and board member, AMBA & BGA

09.15 – 09.45 BST

Keynote 7

**Preparing for the future of work – the importance of
competency-based learning in Business Schools**

Chair

Carlos Salgado

Associate Director of Partnerships, Coursera

Speakers

Patti Brown

Director, Full-Time Post-Experience Programmes
and Executive Education, ESSEC Business School

Julien Malaurent

Director of Digital Campus, ESSEC Business School

T
U
E
S
D
A
Y

Please note there will be a 15 minute intermission between each session to allow for comfort breaks and studio equipment resets.

T
U
E
S
D
A
Y

10.00 – 10.45 BST

Breakout 5

Silk-Road entrepreneurship and sustainability strategies

Chair

Zhongming Wang
International Advisor for China, AMBA & BGA;
Director, Global Entrepreneurship Research Centre, Zhejiang University

Speakers

Federico Frattini
Dean,
MIP Graduate School of Business, Politecnico di Milano

Gunther Friedl

Dean,
TUM School of Management, Technical University of Munich

Andrew Godley

Associate Dean (International) and Head of Leadership, Organisations and Behaviour, Henley Business School, University of Reading

Martin Obschonka

Director of the Australian Centre for Entrepreneurship Research, QUT Business School, Queensland University of Technology

10.45 – 11.00 BST

Networking break

10.00 – 10.45 BST

Breakout 6

Assessing soft skills for Business School admissions and student development

David Klieger

Senior Research Scientist, ETS GRE

11.00 – 11.45 BST

Keynote 8

Spearheading change and igniting innovation – how Business Schools are paving the way forward in an uncertain world

Chair

Bodo Schlegelmilch
Chair, AMBA & BGA; Professor of Marketing, WU Vienna

Speakers

Chris Ogbechie

Dean and Professor of Strategic Management, Lagos Business School, Pan-Atlantic University

David Stolin

Professor of Finance, TBS Business School

Ivanka Visnjic

Director, Institute for Innovation and Knowledge Management, ESADE Business School

12.00 – 12.45 BST

Breakout 7

AMBA & BGA research and insight update

David Woods-Hale

Director of Marketing and Communications, AMBA & BGA

12.00 – 12.45 BST

Breakout 8

Plug and play – a content strategy to bridge the gap between education and employment

Speakers

Carl Dawson

Co-Founder and Chair, Construct

Yasi Tehrani

Senior Learning Designer, Construct

13.00 – 13.30 BST

Keynote 9

Survival mechanisms or natural evolutions? Lessons from the pandemic when it comes to the future of Business School learning

Chair

Ewan Prezens
Regional Director, EMEA, Canvas

Speakers

Mark Bramwell
CIO, Saïd Business School, University of Oxford

Cobus Oosthuizen

Dean, Milpark Business School

T
U
E
S
D
A
Y

T
U
E
S
D
A
Y

13.30 – 14.00 BST

Networking break

14.00 – 14.30 BST

Keynote 10

Trends and issues impacting the global economy over the coming five years

Amy Brachio

Global Business Consulting Leader, EY

14.45 – 15.30 BST

Breakout 9

AMBA & BGA accreditation update

George Iliev

Director of Strategic Projects and Innovation; Accreditation and China Director, AMBA & BGA

Mark Stoddard

Director of Accreditation and Director of BGA Services, AMBA & BGA

14.45 – 15.30 BST

Breakout 10

Effective methods for delivering learning digitally, and understanding how to develop transformative learning experiences that stick

Erin Maher

Senior Partner Success Executive, **VitalSource** | Intrepid

Afif Rustom

Business Development Manager, **VitalSource** | Intrepid

15.30 – 15.45 BST

Networking break

15.45 – 16.30 BST

Keynote 11

Connecting the world – building collaborations in Latin America and beyond, and strengthening global alliances

Chair

Andrew Main Wilson

CEO, AMBA & BGA

Speakers

Luiz Brito

Dean, Fundação Getulio Vargas (FGV) EAESP

Gustavo Genoni

Dean, Business School, Universidad de San Andrés

Gastón Labadie

Dean, School of Management and Social Sciences, Universidad ORT Uruguay

T
U
E
S
D
A
Y

12
MAY
2021

PROGRAMME.

SCHEDULE

08:30 – 09:15

Keynote 12

**China – 30 years of MBA education
and best practice**

Chair

Zhongming Wang

International Advisor for China, AMBA & BGA;
Director, Global Entrepreneurship Research Centre, Zhejiang University

Speakers

Fangruo Chen

Dean, Antai College of Economics and Management,
Shanghai Jiao Tong University

Wen Hai

Dean, Peking University HSBC Business School (PHBS)

Fan Wang

Assistant President and Dean, Business School,
Sun Yat-sen University

Jiang Wei

Dean, School of Management, Zhejiang University

09.30 – 10.00 BST

Keynote 13

**Strategic Business School partnerships – evolving programmes to
reflect the future needs of employers**

Chair

Andrew Main Wilson

CEO, AMBA & BGA

Speakers

Carlo Mazzi

Chairman, Prada

Antonella Moretto

Associate Dean for Open Programmes,
MIP Graduate School of Business, Politecnico di Milano

Please note there will be a 15 minute intermission between each session to allow for comfort breaks and studio equipment resets.

WEDNESDAY

WEDNESDAY

<p>10.15 – 11.00 BST</p> <p>Breakout 11</p> <p>AMBA & BGA membership – an executive toolkit for workplace 4.0</p> <p>Tairo Masukume Membership Manager, AMBA</p> <p>Rachael Frear Membership Manager, BGA</p>	<p>10.15 – 11.00 BST</p> <p>Breakout 12</p> <p>Global collaboration – how to build digital Business School partnerships</p> <p>Speakers Terry Sweeney CEO, Insendi</p> <p>Benoît Arnaud Dean of Programmes and Director of EDHEC Online, EDHEC Business School</p> <p>Pascale Crama Associate Professor of Operations Management, Singapore Management University</p>
<p>11.00 – 11.45 BST</p> <p>Networking break</p>	
<p>11.45 – 12.30 BST</p> <p>Keynote 14</p> <p>AMBA & BGA activity update and strategy presentation</p> <p>Andrew Main Wilson CEO, AMBA & BGA</p>	

WEDNESDAY

<p>12.45 – 13.30 BST</p> <p>Keynote 15</p> <p>Are we there yet? How far are Business Schools from achieving diversity and equity?</p> <p>Chair David Woods-Hale Director of Marketing and Communications, AMBA & BGA</p> <p>Speakers Celia de Anca Deputy Dean for Ethics, Diversity and Inclusion, IE Business School</p> <p>Jöel McConnell Executive Director of Marketing, Recruitment and Admissions, Imperial College Business School</p> <p>Nicolas McGuigan Director of Equity, Diversity and Social Inclusion, Monash Business School</p>	<p>13.30-14.00 BST</p> <p>Networking break</p>
---	---

<p>14.00 – 14.45 BST</p> <p>Breakout 13</p> <p>Shaping entrepreneurship and intrapreneurship – the role of the Business School in inspiring a generation of disruptors</p> <p>Chair Aarti Bhasin HR and Employer Relations Manager, AMBA & BGA</p> <p>Speakers Alforde Charumbira Co-Founder and Partner, Utando Social Impact Solutions MBA Leadership Award winner (silver), AMBA & BGA Excellence Awards 2021</p> <p>Oare Ehiemua Founder and CEO, One Precious Life Academy; MBA Leadership Award winner (gold), AMBA & BGA Excellence Awards 2021</p> <p>Udochuku Richson District Sales Manager, Eli Lilly; MBA Student of the Year winner, AMBA & BGA Excellence Awards 2020</p> <p>Mital Thanki Founder and CEO, Spark Academy; MBA Student of the Year winner, AMBA & BGA Excellence Awards 2021</p>	<p>14.00 – 14.45 BST</p> <p>Breakout 14</p> <p>Future-proofing your MBA student recruitment</p> <p>Speakers</p> <p>Tom Collyer Director of Customer Success, Keystone Academic Solutions</p> <p>Steven Yun VP of Sales, Keystone Academic Solutions</p>
<p>15.00 – 15.30 BST</p> <p>Keynote 16</p> <p>Digital transformation – isn't it time?</p> <p>Speakers</p> <p>Erin Maher Senior Partner Success Executive, VitalSource Intrepid</p> <p>Aff Rustom Business Development Manager, VitalSource Intrepid</p>	

<p>15.30 – 15.45 BST</p> <p>Networking break</p>	
<p>15.45 – 16.30 BST</p> <p>Breakout 15</p> <p>A hot topic (that's getting hotter) – climate change, sustainability and business education's responsibility</p> <p>Chair Tim Banerjee Dhoul Content Editor, AMBA & BGA</p> <p>Speakers Orevaoghene Irene Atanya Manager, Lagos Business School Sustainability Centre, Pan-Atlantic University</p> <p>Louis Hébert Director of MBA and EMBA programmes, HEC Montréal</p> <p>Julianna Paola Ramírez Lozano, Director of Sustainability, CENTRUM PUCP</p> <p>Jako Volschenk Head of MBA Programmes, University of Stellenbosch Business School</p>	<p>15.45 – 16.30 BST</p> <p>Breakout 16</p> <p>Engagement and authenticity – how can Business Schools ensure learner engagement while preparing students for the future?</p> <p>Ewoud de Kok CEO and Co-Founder, FeedbackFruits</p>
<p>16.45 – 17.30 BST</p> <p>Keynote 17</p> <p>Using impact measurement to reinvent business education</p> <p>Chair Victor Hedenberg Business Development Manager, AMBA & BGA</p> <p>Speakers Gustavo Genoni Dean, Business School, Universidad de San Andrés</p> <p>Aditya Singh Director, Athena School of Management</p> <p>Mark Stoddard Director of Accreditation and Director of BGA Services, AMBA & BGA</p> <p>Nadine Tournois Dean, IAE Nice Graduate School of Management, University Côte d'Azur</p>	
<p>17.30-17:45 BST</p> <p>Closing remarks and farewell</p>	

SESSION CONTENT

SESSION CONTENT

KEYNOTE 1: Creating responsible strategic leaders – are we for real?

Nearly every MBA programme now proclaims to embrace business ethics and CSR. Increasingly, business education claims – or at least aspires – to deliver a new breed of leader who cares about climate change, the biodiversity emergency and who generally looks beyond shareholders to consider all the stakeholders of an organisation.

These same strategic leaders also have visionary capabilities to guide organisations to embrace the best in remote working, living with Covid-19, celebrating diversity and fostering inclusivity.

But are we for real?

If economic history teaches us anything, it is that when economic downturns occur market forces take over and push industries to focus on firm survival. This emphasises the managerial mantra of 'never run out of cash'. As a result, business leaders prioritise financial objectives and, ultimately, maximising shareholder profits.

In this keynote, Andrew Burke will explore these questions in order to assess the extent to which Business Schools might be 'over promising'. He will argue that if Business School leaders are to realistically attempt to deliver on this promise, they need to produce activist and entrepreneurial leaders who enable organisations to shape – rather than just respond to – market forces.

SPEAKER

Andrew Burke
Dean,
Trinity Business School,
Trinity College Dublin

KEYNOTE 2: Digital assessment – assessment authenticity and administrative efficiency

During the past decade, many aspects of our lives have moved to digital: everything from paying bills and watching our favourite movies to studying for professional qualifications.

In the past year, this trend has only accelerated – but some areas are still lagging behind when it comes to digital transformation, and assessment is often one of them. In a world in which technological competencies are a key part of student development, online assessment is the next logical step to bridge the digital divide.

Join Ishan Kolhatkar, UK General Manager at Inpera, to find out more about how e-assessment can help to create a more authentic evaluation process for students as well as greater efficiency for administrators. You'll also get an insight into what digital transformation looks like in practice with a case study from the University of Bath in the UK.

SPEAKER

Ishan Kolhatkar
General Manager UK,
Inpera Assessment

BREAKOUT 1: Responsible leadership – developing MBA alumni to be a global force for good

In an increasingly complex and confusing world, defined by political, societal and ecological challenges, alongside a business arena that's evolving at an unprecedented pace, it has never been more important for Business Schools to nurture strong relationships with their alumni communities, to ignite a passion for lifelong learning among them, and to nurture a cohort of leaders and managers that are committed to responsible and sustainable leadership practices.

In this session, business leaders and MBA alumni share their experiences of what leadership needs to look like in the 'new normal' and how Business Schools must respond to challenges that change on an hourly basis.

BREAKOUT 2: Enrolling the incoming class of 2021 – insights into the diverse journeys of prospective students

This session will showcase highlights from new GMAC® research based on the *mba.com Prospective Students Survey*.

The 2021 report reveals that demand for graduate management education continues to accelerate as candidates signal a willingness to explore different paths to pursue a degree. Three notable growth drivers for this demand are related to employability, flexibility, and regional mobility.

Rahul Choudaha, Director of Industry Insights and Research Communications at GMAC, will also highlight variations in candidate journeys by gender, programme types (e.g. MBA vs master's), study destinations, and citizenship.

Join this session to gain a data-driven perspective on the shape of things to come for graduate enrolment at Business Schools in 2021.

CHAIR

Udochuku Richson
District Sales Manager, Eli Lilly;
MBA Student of the Year winner,
AMBA & BGA Excellence Awards 2020

SPEAKERS

Oluwatobi Ajayi
Founder and CEO, Nord Automobiles;
MBA Entrepreneur of the Year winner,
AMBA & BGA Excellence Awards 2021

Gaya Gamhewage
Head of Learning and Capacity Development,
WHO Health Emergencies Programme,
World Health Organization (WHO)

Sian Sutherland
Co-Founder, A Plastic Planet

SPEAKER

Rahul Choudaha
Director,
Industry Insights and Research Communications,
Graduate Management Admission Council (GMAC®)

SESSION CONTENT

SESSION CONTENT

KEYNOTE 3: The next era of business – how B2B e-commerce is shaping the post-pandemic world

Nearly two decades of change was forced through in a matter of months by Covid-19, with companies quickly adapting and reimagining the way they do business.

For traditionally analogue business-to-business (B2B) companies in industries like manufacturing, wholesale and distribution, this meant getting digital to shore up supply chains and find new sales channels. This led to massive growth in global B2B e-commerce – a \$23.9 trillion USD market opportunity, which is six times larger than the B2C global e-commerce market.

In this session, John Caplan – who is leading the transformation of Alibaba.com, one of the world's largest B2B e-commerce marketplaces and a business unit of Alibaba Group – will reveal what future business leaders need to know about the next era of global trade, the boom in B2B e-commerce and new entrepreneurs tapping into the market, and the knowledge and skills needed to stay ahead in the post-pandemic world.

SPEAKER

John Caplan
President of North America and Europe, Alibaba.com

BREAKOUT 3: The digital transformation of pedagogy – how virtual reality helps

The digital transformation of the higher education sector has been accelerated dramatically during the pandemic. In such a situation, how can virtual technology help?

This session aims to provide practical guidance on why and how to deploy virtual reality (VR) to augment pedagogy.

It will be based on NEOMA Business School's (NEOMA) daily use, since 2016, of VR-based case studies with thousands of students.

Moreover, delegates will be able to gain insight into NEOMA's virtual campus, which opened to the School's entire community of 10,000 students, staff and faculty members, in September 2020.

SPEAKER

Alain Goudey
Chief Digital Officer and Professor of Marketing, NEOMA Business School

BREAKOUT 4: Leveraging digital credentials in higher education

Leading institutions have already started to adopt digital credentials to augment and replace traditional credential structures. In today's skills-based marketplace, students need portable, verifiable records of what they've learned.

Digital credentials offer advantages when it comes to recording and sharing detailed learning achievements, especially in the context of finding solutions to the transcript issue. Transcript entries are less referenced, and less relevant, than they have ever been in the past.

So, how should digital credentials work, and what options are available to meet students' needs?

In this session, a credential expert will cover what digital credentials are, what they mean for institutions and learners, the implications of the global shift towards digital credentials, and how digital credentials could be leveraged in different scenarios.

SPEAKER

Duncan Mitchinson
Chief Revenue Officer, Accredible

SESSION CONTENT

SESSION CONTENT

KEYNOTE 4: The digital future of business education – three key insights

In a year that reshaped our very existence, to say that business leaders faced multiple challenges is an understatement.

In Business Schools, as in all other types of organisations, 2020 called for leaders to be agile, pragmatic and bold. They needed to take decisive measures to reassure their workforces, stabilise their Schools' finances, and ensure learning continuity for their students.

We have observed first-hand the impact of Covid-19, as it compelled Business School leaders to offer their learners the best remote experience possible. Now that we have stepped into 2021, we are finally starting to see the light at the end of the tunnel.

Education has been transformed irreversibly, and Business Schools must follow the same path. As we reflect on the events of the past year and envision the brave new world ahead of us, we see three valuable lessons for Business Schools worldwide.

Learn how technology can enable more personalised learning that enhances learning outcomes and student engagement.

SPEAKER

Simone Hammer
Head of Marketing,
Learning Experience, Barco

KEYNOTE 5: Transforming learning into business impact

Education, like any other industry, is undertaking one of the most significant and accelerated transformations of all times.

The 'new normal' does not explain the need to reinvent significant aspects of our personal, educational and business lives. Nor does it demonstrate the power of education to redesign and transform businesses and contribute to the most pressing challenges in our societies, as Ignacio de la Vega will explain in this session.

SPEAKER

Ignacio de la Vega
Associate Provost for
Academic Affairs, Faculty
and Internationalisation,
Tecnológico de Monterrey

KEYNOTE 6: Post-Covid-19 employment – the relevance of MBAs

As we move – albeit slowly – into a post-Covid world, there is much talk about the future employment landscape. Where will we work? What industries will thrive and survive? What skills will be valued? At the same time, some longer-term demographic trends, such as an ageing workforce, have not gone away.

This session will bring a questioning perspective to current evidence and will address the role of MBA programmes and Business Schools in meeting future challenges.

SPEAKER

Wendy Loretto
Dean, University of
Edinburgh Business School;
and board member,
AMBA & BGA

KEYNOTE 7: Preparing for the future of work – the importance of competency-based learning in Business Schools

Join ESSEC Business School and Coursera as they discuss how Business Schools are preparing students for a competitive job market by providing them with the practical and emerging skills required by employers, and modernising curricula that reflect the ever-evolving workplace.

CHAIR

Carlos Salgado
Associate Director of
Partnerships, Coursera

SPEAKERS

Patti Brown
Director, Full-Time
Post-Experience
Programmes and
Executive Education,
ESSEC Business School

Julien Malaurent
Director of Digital Campus,
ESSEC Business School

SESSION CONTENT

SESSION CONTENT

BREAKOUT 5: Silk-Road entrepreneurship and sustainability strategies

Silk-Road entrepreneurship has been one of the key sessions of the AMBA & BGA Global Conference each year, since the Silk-Road Entrepreneurship Education Network (SREEN) was established in 2015.

This session will focus on sustainable entrepreneurship and new approaches to entrepreneurship during this challenging time.

Recent developments in sustainable entrepreneurship, entrepreneurial ecosystems, renewable energy and SMEs, entrepreneurship psychology, entrepreneurial social responsibility and entrepreneurial resilience will be presented by Business School leaders from the UK, Germany, Italy, Australia and China.

SREEN collaborative platforms have been developed among member Schools in China, the UK, Austria, Italy, Australia and Japan, as well as in eight countries in Latin America.

Key strategies for sustainability in entrepreneurship and business development will be highlighted.

CHAIR

Zhongming Wang

International Advisor for China, AMBA & BGA;
Director, Global Entrepreneurship Research Centre,
Zhejiang University

SPEAKERS

Federico Frattini

Dean, MIP Graduate School of Business,
Politecnico di Milano

Gunther Friedl

Dean, TUM School of Management,
Technical University of Munich

Andrew Godley

Associate Dean (International),
Henley Business School, University of Reading

Martin Obschonka

Director of the Australian Centre for Entrepreneurship
Research, QUT Business School,
Queensland University of Technology

BREAKOUT 6: Assessing soft skills for Business School admissions and student development

The importance of soft skills and behavioural strengths, in both admissions and student development within business programmes, is increasingly recognised.

Developments in recent years have increased ETS's understanding of the role and importance of soft skills in Business Schools and in the workplace.

We also now know how best to assess soft skills in students and job applicants to get higher-quality information that helps bring about better decision making, whether this is in relation to admissions or student development.

We see these new soft skills' assessments as becoming increasingly recognised for their value and increasingly commonplace in Business Schools.

Learn how ETS can help Schools begin to measure soft skills during the admissions process and the outcomes they can expect when they do so.

SPEAKER

David Klieger

Senior Research Scientist,
ETS GRE

KEYNOTE 8: Spearheading change and igniting innovation – how Business Schools are paving the way forward in an uncertain world

This session brings together a group of pioneers in the field of Business School innovation to discuss the trends that decision makers in higher education need to keep ahead of.

They will delve into issues such as digital transformation and the future of business education; disruption in business education; and evolving programmes and course delivery to reflect changing needs of students and the future needs of employers.

They will also outline their post-Covid-19 predictions, in terms of how Business Schools must future-proof themselves for a 'new normal' and continuing volatility.

CHAIR

Bodo Schlegelmilch
Chair, AMBA & BGA;
Professor of Marketing,
WU Vienna

SPEAKERS

Chris Ogbechie

Dean and Professor of
Strategic Management,
Lagos Business School,
Pan-Atlantic University

David Stolin

Professor of Finance,
TBS Business School

Ivanka Visnjic

Director,
Institute for Innovation and
Knowledge Management,
ESADE Business School

SESSION CONTENT

SESSION CONTENT

BREAKOUT 7: AMBA & BGA research and insight update

Over the past 18 months, AMBA & BGA's Research and Insight Centre has produced a wealth of groundbreaking new research and compiled reports citing views from MBA thinkers, practitioners, faculty, and leaders across the globe on the issues that matter most in business education.

Recent AMBA & BGA research has investigated Business Schools' attitudes to poverty, rankings, climate change, and education technology.

We have analysed MBA career trajectories, graduate success in the new normal, application and enrolment figures across a spectrum of programmes, and employer and student perceptions of lifelong learning.

Upcoming projects planned include further insight into diversity, equality and inclusion; MBA recruitment strategy; and digital learning.

This session will delve into some of the key findings from AMBA's research projects and share details of forthcoming insight for the next 12 months.

SPEAKER

David Woods-Hale
Director of Marketing and Communications,
AMBA & BGA

BREAKOUT 8: Plug and play – a content strategy to bridge the gap between education and employment

How can Business Schools develop integrated social digital learning experiences that can be repeated at undergraduate, postgraduate and executive level?

The solution is to build digital learning experiences once and distribute content through different streams and on different platforms; and align the critical skills that employers are interested in, to develop the right certifications.

Join Construct to talk about a new approach, developed with top-tier US institutions, and find out how you can: increase your output ten-fold without raising costs; grow new sustainable income streams; and improve your brand reputation through a new approach to content, instructional design, and technology interoperability.

This session will show you how your School can build a content strategy once and then plug and play the content across different formats, markets and regions to teach more learners and bridge the gap between education and employment.

SPEAKERS

Carl Dawson
Co-Founder and Chair, Construct

Yasi Tehrani
Senior Learning Designer, Construct

KEYNOTE 9: Survival mechanisms or natural evolutions? Lessons from the pandemic when it comes to the future of Business School learning

How can Business Schools use the survival mechanisms deployed over the past 12 months as a force for good when it comes to implementing a future-proof learning model?

From successfully transforming physical course content into engaging online materials, to repositioning student-learner interactions as a conventionally digital experience, the adaptability shown by the industry has been nothing short of remarkable, but will these short-term changes become longer-term evolutions naturally?

This session will look at what challenges remain for Business School leaders who have shown they can adapt to remarkable circumstances, but who now need to build an educational offering that works for all students, supporting all cohorts regardless of their preference for physical or digital delivery.

CHAIR

Ewan Prezents
Regional Director, EMEA,
Canvas

SPEAKERS

Mark Bramwell
CIO, Saïd Business School,
University of Oxford

Cobus Oosthuizen
Dean,
Milpark Business School

KEYNOTE 10: Trends and issues impacting the global economy over the coming five years

A year after Covid-19 began to spread throughout the world, we must take a moment to pause, reflect and consider whether certain topics need a different level of focus and how they might impact the global economy over the next five years.

The future of work and employee wellbeing will be key to success in the coming years. Early in the pandemic, transformational companies had a higher level of connection with their people, helping employees manage challenges they faced at home and this taught us that leaders must be agile enough to operate between two gears (transition and transformation), shifting back and forth in response to external circumstances.

Companies that put humans at the centre of their talent strategy will generate long-term value – from the workforce experience and the environment, to employee capacity and resilience.

The next few years will additionally welcome progress on diversity and inclusion as we increasingly see that diversity across dimensions – talent and leadership – can produce a strong competitive advantage as multiple perspectives are seen as a key enabler of innovation.

We are also, of course, living through a period of marked geopolitical change – political elections, trade relations and ever-changing regulations will invariably have implications for most organisations and the economy.

SPEAKER

Amy Brachio
Global Business
Consulting Leader, EY

SESSION CONTENT

SESSION CONTENT

BREAKOUT 9: **AMBA & BGA accreditation update**

In this session, AMBA & BGA's Accreditation Directors will update you on AMBA's accreditation criteria and share advice and guidance on the AMBA accreditation process, as well as updates on Triple Accredited Schools and BGA accreditations.

The session will close with an interactive Q&A session during which our speakers will be able to address any specific questions regarding the accreditation process and criteria you may have.

SPEAKERS

George Iliov
Director of Strategic Projects and Innovation;
Accreditation and China Director, AMBA & BGA

Mark Stoddard
Director of Accreditation and Director of BGA Services,
AMBA & BGA

BREAKOUT 10: Effective methods for delivering learning digitally, and understanding how to develop transformative learning experiences that stick

In a world that is moving quickly towards digitisation, there are tremendous educational benefits to Business Schools that recognise the importance of using digital resources for optimal student learning experiences.

This session will explore how focused learning outcomes using digital resources and tangible metrics, can revolutionise teaching in flipped classrooms.

During this interactive session, delegates will have the option to discuss and share insights into the digital transition of resources for Business Schools, specifically around the following topics:

- The technology currently being used at Schools
- The use of textbooks
- Delivering learning to remote students
- Steps towards digital transition and investigating integrated teaching models
- Working towards the ideal scenario for teaching and learning

SPEAKERS

Erin Maher
Senior Partner Success Executive,
VitalSource | Intrepid

Aff Rustom
Business Development Manager,
VitalSource | Intrepid

KEYNOTE 11: Connecting the world – building collaborations in Latin America and beyond, and strengthening global alliances

Collaboration between Business Schools is vital in facing the shared regional and global threats, and opportunities, that come with uncertain times.

This session, featuring an esteemed panel of deans from across Latin America, will explore how regional and international partnerships, as well as informal collaboration, is fuelling the survival, innovation and success of Business Schools across both Latin America and the world as a whole.

CHAIR

Andrew Main Wilson
CEO, AMBA & BGA

SPEAKERS

Luiz Brito
Dean, Fundação Getulio
Vargas (FGV) EAESP

Gustavo Genoni
Dean, Business School,
Universidad de San Andrés

Gastón Labadie
Dean, School of
Management and
Social Sciences,
Universidad ORT Uruguay

SESSION CONTENT

SESSION CONTENT

KEYNOTE 12: China – 30 years of MBA education and best practice

Over the past 30 years, MBA education in China has developed and there are now 243 MBA programmes available at universities in the country.

AMBA & BGA has been working in China for 15 years, since the accreditation of Zhejiang University in 2006.

During that time, significant progress has been made, including: developments in member Schools' international strategy and networks; high-quality faculty development, curricula upgrading and innovation, excellence in teaching and the cultivation of student talent; significant social responsibility initiatives, active industrial partnership, and continuous impact and sustainability; and concerted participation and developments among Chinese member Schools in AMBA & BGA international events and collaborative initiatives.

In this session, deans from AMBA-accredited Business Schools in China will share their best practices and high-standard development strategies as well as their perspectives on the future.

CHAIR

Zhongming Wang
International Advisor for China, AMBA & BGA;
Director, Global Entrepreneurship Research Centre, Zhejiang University

SPEAKERS

Fangruo Chen
Dean, Antai College of Economics and Management, Shanghai Jiao Tong University

Wen Hai
Dean, Peking University HSBC Business School (PHBS)

Fan Wang
Assistant President and Dean, Business School, Sun Yat-sen University

Jiang Wei
Dean, School of Management, Zhejiang University

KEYNOTE 13: Strategic Business School partnerships – evolving programmes to reflect the future needs of employers

Business Schools must strike the balance between theoretical and practical approaches in contemporary learning paths – both for students and employers.

Covid-19 has been a catalyst in this evolution, as has been the emergence of new models in which Business Schools are not only able to offer high-quality content to students, but also a set of additional services that provide students with a valuable 360° experience.

This session will highlight the necessity to build joint activities between Schools and the corporate world in which a clear mutual interest is pursued to achieve win-win goals for both parties.

It will focus on the long-standing partnership between world-renowned luxury fashion house, Prada, and MIP Graduate School of Business, Politecnico di Milano, and will explore:

- How Prada is developing its sustainability values by working with Yale School of Management and MIP Politecnico di Milano to create a series of events for students, alumni, and the corporate world, on the topic
- How Prada has worked with MIP's students in re-thinking its brand image and communication in order to understand a new type of consumer, while giving business students first-hand experience of Prada's corporate communications and internal mechanisms

These examples highlight that the future needs of numerous stakeholders may be successfully solved, and even empowered, when common interests are clearly stated and achieved.

CHAIR

Andrew Main Wilson
CEO, AMBA & BGA

SPEAKERS

Carlo Mazzi
Chairman, Prada

Antonella Moretto
Associate Dean for Open Programmes, MIP Graduate School of Business, Politecnico di Milano

SESSION CONTENT

SESSION CONTENT

BREAKOUT 11: **AMBA & BGA membership – an executive toolkit for workplace 4.0**

This session will feature an exploration of the demands of workplace 4.0, the core competencies required for future-ready business graduates and how graduates can be supported by becoming members of AMBA & BGA's global networks.

Drawing exclusive insights from recent AMBA & BGA research, this session will showcase the benefits of AMBA membership and BGA membership, in specific relation to the future of work.

The session will cover:

1. How the 'new normal' has created a paradigm shift in skillset requirements
2. How students/graduates can remain visible, credible, current, and employable using AMBA & BGA's resources
3. How members can ensure they have a competitive edge when searching for jobs
4. How membership with AMBA and/or BGA can be integrated effectively into Business Schools' existing offers and support what they are already doing

SPEAKERS

Rachael Frear
Membership Manager, BGA

Tariro Masukume
Membership Manager, AMBA

BREAKOUT 12: Global collaboration – how to build digital Business School partnerships

A conversational discussion framing the future of business education through global collaboration and the building of worldwide partnerships.

Insendi's university partners will discuss their experiences of digital collaboration and, in particular, course sharing. They will explain how this has cultivated a richness of global learning opportunity for students and a sustainable, profitable model for their Schools.

In this session, Terry Sweeney, CEO of edtech company, Insendi, will invite global Business School leaders to share insights into their experiences of transnational collaboration.

It will illustrate how these Business Schools have built a future-proof business model through a shared digital platform that allows them to share content and offer students a high-quality, diversified online learning experience.

SPEAKERS

Terry Sweeney
CEO, Insendi

Benoît Arnaud
Dean of Programmes and Director of EDHEC Online, EDHEC Business School

Pascale Crama
Associate Professor of Operations Management, Singapore Management University

KEYNOTE 14: AMBA & BGA activity update and strategy presentation

Discover some of the past year's most impressive ideas in management education with AMBA & BGA's CEO, Andrew Main Wilson, and hear his thoughts on key market trends for the next five years.

This session will also provide delegates with an update on AMBA & BGA's current activities and plans for the future, as well as looking at its positioning in key international markets.

SPEAKER

Andrew Main Wilson
CEO, AMBA & BGA

KEYNOTE 15: Are we there yet? How far are Business Schools from achieving diversity and equity?

In order to advance fair and equal business practices, the leaders leaving business education must represent demographics as diverse as their future customers and communities.

Challenges remain in terms of developing cultures which are inclusive in terms of race, gender, sexual orientation, disability, religion, social class and nationality. We are moving in the right direction, but the road to achieving this goal is long.

AMBA research shows that the proportion of women applying for, and enrolling onto, AMBA-accredited programmes has increased in the past seven years. But how can the challenge of creating truly inclusive, equal, and diverse Business Schools, be achieved?

This session brings together representatives of Schools recognised in the Best Culture, Diversity and Inclusion Initiative category of the AMBA & BGA Excellence Awards 2021, to talk about their strategies to nurture cultures defined by diversity and equality in their Business Schools and beyond.

CHAIR

David Woods-Hale
Director of Marketing and Communications, AMBA & BGA

SPEAKERS

Celia de Anca
Deputy Dean for Ethics, Diversity and Inclusion, IE Business School

Joël McConnell
Executive Director of Marketing, Recruitment and Admissions, Imperial College Business School

Nicolas McGuigan
Director of Equity, Diversity and Social Inclusion, Monash Business School

SESSION CONTENT

SESSION CONTENT

BREAKOUT 13: Shaping entrepreneurship and intrapreneurship – the role of the Business School in inspiring a generation of disruptors

The trend for Business School graduates moving to set up their own businesses, riding the gig economy, and disrupting sectors is growing with increasing pace.

In the wake of the pandemic, change will be a constant and the spirit of entrepreneurship is as important in large corporate entities as it is in the micro-enterprises that look set to threaten the commercial status quo.

In this session, Business School alumni that have founded organisations, social enterprises, businesses, and charitable projects share their insights on the hurdles they've overcome, and how Business Schools can better work with innovative disruptors to enhance their entrepreneurship offerings and spark a zest for enterprise in their cohorts.

CHAIR

Aarti Bhasin
HR and Employer Relations Manager, AMBA & BGA

SPEAKERS

Alforde Charumbira
Co-Founder and Partner, Utando Social Impact Solutions
MBA Leadership Award winner (silver), AMBA & BGA
Excellence Awards 2021

Oare Ehiemua
Founder and CEO, One Precious Life Academy;
MBA Leadership Award winner (gold), AMBA & BGA
Excellence Awards 2021

Udochuku Richson
Manager of Strategic Projects, Eli Lilly; MBA Student of the
Year winner, AMBA & BGA Excellence Awards 2020

Mital Thanki
Founder and CEO, Spark Academy; MBA Student of the
Year winner, AMBA & BGA Excellence Awards 2021

BREAKOUT 14: Future-proofing your MBA student recruitment

As business education moves towards an era of digital transformation and disruption, what will the MBA of tomorrow look like? How can you ensure your student recruitment is sustainable in the years to come? What can Business Schools do to inspire a new generation of MBAs and foster innovation?

During the session, Keystone Academic Solutions (Keystone) will share insights from its work helping more than 1,500 global higher education institutions to find and recruit the right students for their programmes through its global student websites and recruitment services. The following topics will be discussed:

- Trends and insights from prospective MBA students
- Positioning your brand, and standing out from the competition
- Things to consider when developing your marketing and communications strategy
- The importance of digital transformation, from a recruitment perspective
- Real-life examples from Keystone's work with more than 100 AMBA-accredited Business Schools

SPEAKERS

Tom Collyer
Director of Customer Success,
Keystone Academic Solutions

Steven Yun
VP of Sales,
Keystone Academic Solutions

KEYNOTE 16: Digital transformation – isn't it time?

Is your Business School ready to deliver transformational learning experiences? Or are you looking to take your current digital learning to the next level?

'Digital' doesn't just mean one thing. Successful digital programmes reimagine the entire learning experience. With multiple types of learning available, you can be sure everyone's needs are met, and that the learning is both meaningful and valuable. The biggest hurdle with the transition to digital is deciding where to begin.

This interactive session will focus on helping you understand what types of tools you can leverage to deliver transformational learning experiences.

During the session, the following topics will be covered:

- Best practices on getting started with your digital shift
- Choosing the right tools for building content, authoring, e-books, and LMS integration
- Tools for high-stakes learning experiences that deliver practical application experience

SPEAKERS

Erin Maher
Senior Partner
Success Executive,
VitalSource | Intrepid

Afif Rustom
Business Development
Manager,
VitalSource | Intrepid

SESSION CONTENT

SESSION CONTENT

BREAKOUT 15:

A hot topic (that's getting hotter) – climate change, sustainability and business education's responsibility

In 2019, the International Energy Agency warned that the growth of renewables would not be sufficient to put a ceiling on the energy sector's emissions before 2040.

What is the position Business Schools need to adopt in the midst of an environmental crisis?

AMBA & BGA research conducted in 2020 reveals a strong and shared opinion among Business School leaders that more has to be done, and that time is running out, to devise and implement practical solutions to the crisis the planet is facing.

Sustainability has to take its place at the core and forefront of business education strategy to address an issue shared by us all.

This panel of CSR and sustainability experts from across the AMBA network, will outline their responses to the climate gauntlet and discuss how, as a global community of business educators, we need to act collectively, and quickly.

CHAIR

Tim Banerjee Dhoul
Content Editor, AMBA & BGA

SPEAKERS

Orevaoghene Irene Atanya
Manager, Lagos Business School Sustainability Centre,
Pan-Atlantic University

Louis Hébert
Director of MBA and EMBA programmes, HEC Montréal

Julianna Paola Ramírez Lozano
Director of Sustainability, CENTRUM PUCP

Jako Volschenk
Head of MBA Programmes,
University of Stellenbosch Business School

BREAKOUT 16: Engagement and authenticity – how can Business Schools ensure learner engagement while preparing students for the future?

This session will be a platform for exchanging ideas around enhancing learning engagement and preparing students for their professional lives at Business School, in light of educational digitalisation. It will begin with a discussion about the role of engagement and authenticity in Business Schools. Its open forum format will then allow attendees to share their thoughts about:

- The approaches adopted at Business Schools to sustain these elements and the challenges encountered when implementing them
- How edtech can aid Business Schools in improving learner engagement and developing skill-based education.

Participants will gain a deeper understanding of:

- The opportunities and challenges in sustaining engagement and authenticity at Business Schools
- The strategies and approaches adopted by Business Schools to engage students, while preparing students for the labour market
- Innovative pedagogical tools and how they can be integrated into the curriculum

SPEAKERS

Ewoud de Kok
CEO and Co-Founder, FeedbackFruits

KEYNOTE 17: Using impact measurement to reinvent business education

This session will bring together deans from across the world to share their expertise on how impact measurement can help Business Schools deliver further value to their students and alumni.

The panel will share examples of how an outcome-based approach to education and a focus on key stakeholders can facilitate the reinvention of the way courses are taught, delivered and experienced.

The panel will also outline some of the initiatives in which they've engaged since the beginning of the Covid-19 pandemic in order to deliver an enhanced experience for their stakeholders.

CHAIR

Victor Hedenberg
Business Development
Manager, AMBA & BGA

SPEAKERS

Gustavo Genoni
Dean, Business School,
Universidad de San Andrés

Aditya Singh
Director, Athena School
of Management

Mark Stoddard
Director of Accreditation
and Director of BGA
Services, AMBA & BGA

Nadine Tournois
Dean, IAE Nice Graduate
School of Management,
University Côte d'Azur



ANDREW MAIN WILSON

► CEO, AMBA & BGA

Andrew Main Wilson is Chief Executive of AMBA & BGA – the Association of MBAs and the Business Graduates Association.

AMBA accredits 286 Business Schools in 75 countries and also provides membership to 56,000 MBA students and graduates in 150 countries.

A total of 154 Business Schools have joined BGA since its launch in January 2019 – the organisation’s most significant launch in more than 50 years. BGA champions practical, entrepreneurial and socially responsible management education, offering membership, validation and accreditation to Business Schools that can demonstrate impact and commitment to BGA’s vision. Like AMBA, students and graduates of BGA Schools are eligible for free BGA membership.

Andrew commenced his career with Thomson Holidays (now TUI), then the world’s largest travel tour operator. He became Marketing and Commercial Director of Thomas Cook and then Sales and Marketing Director of Citibank Diners Club. He subsequently joined the Institute of Directors (IoD) as Chief Operating Officer. He was also Chairman of United Nations PRME (Principles for Responsible Management Education) for three years, from 2016 to 2018.

Andrew has a strong interest in global leadership excellence. He has interviewed more than 100 of the world’s most influential leaders, in the fields of business, politics, sport, and entertainment, including Bill Gates, Baroness Thatcher, HRH The Duke of Edinburgh, Archbishop Desmond Tutu, Jack Welch, Sir Richard Branson, and Sir David Attenborough.

Andrew has visited 178 of the world’s 200 countries, on a global journey to become the first person to visit all 200 countries and tell the story, in images and words, of the most inspiring travel experiences on Earth. He was educated at Dulwich College and the University of Birmingham in the UK and Harvard Business School in the US.

CONFERENCE HOST



ABIGAIL BURKE

Abigail Burke recently joined the team as Events Manager and is responsible for the planning and delivery of events for AMBA & BGA.

Prior to joining AMBA & BGA, Abigail was Senior Project Manager for the International College of Neuropsychopharmacology (CINP), managing its World Congress and membership operations and promoting the society worldwide. She then relocated to London from Glasgow in 2018 to run events for Guy’s and St Thomas’ NHS Foundation Trust. These events took place across a number of departments and specialties, facilitated by esteemed researchers and specialists across the Trust.

With more than seven years’ experience working in the events industry and organising meetings for up to 2,000 delegates internationally, Abigail has worked across a range of sectors including healthcare, academia, art and design and sporting tournaments.

EVENT MANAGER

PAUL THURSTON

Paul Thurston is the Conference Producer at AMBA & BGA. Prior to joining AMBA & BGA, Paul grew up and lived in Spain for 16 years.

During that time, Paul graduated from school and turned his passion for golf into a career. At the age of 18, Paul turned professional and began to play and caddy professionally, and coach golfers of all levels.

In 2014, Paul decided to relocate back to the UK to pursue his golfing career but unfortunately, prior to returning, he was involved in a car accident which ultimately ended his golfing career. Still relocating to the UK, Paul tried many different roles and industries until he joined AMBA & BGA in 2018 as an Events Executive.

His role as Events Executive took Paul all over the world where he and the events team ran a multitude of AMBA & BGA’s flagship events. In 2020, he became Conference Producer where he now heads up speaker recruitment for all of AMBA & BGA’s events.

Since changing roles in 2020, Paul and the Communications and Marketing Department have worked tirelessly to bring AMBA & BGA’s events to its Schools and members during the Covid -19 pandemic, while trialling new concepts to continue to enhance AMBA & BGA’s offering.

CONFERENCE PRODUCER





OLUWATOBI AJAYI

► Chairman/CEO, Nord Automobiles

Oluwatobi Ajayi is the Founder of Nord Automobiles – one of the first Nigerian automobile brands.

He started his career at Mercedes-Benz Nigeria, quickly gaining responsibilities and achieving responsibilities with the Mercedes-Benz vans division. At the age of 26, he commenced his entrepreneurial journey when he co-founded Jetvan, an authorised dealer of Mercedes-Benz in early 2015.

Oluwatobi is among the most influential people in the Nigerian automotive Industry, winning several local and international awards as well as recognition for his contribution to the automotive industry in Nigeria and Africa. In 2018, he was listed by *Forbes* as one of the most promising young entrepreneurs in Africa. In May 2019, *Business Insider by Pulse* listed him as one of the most influential people under 40 in Nigeria.

He is an alumni of Lagos Business School (Pan-Atlantic University) and a Fellow of the Institute of Credit Administrators.

BENOÎT ARNAUD

► Dean of Programmes and Director of EDHEC Online, EDHEC Business School

Benoît Arnaud holds overall responsibility for the development and management of EDHEC Business School's entire portfolio of academic programmes, including undergraduate programmes (bachelor's), pre-experience programmes (Grande Ecole, master's in management and MSc), MBAs, executive education and EDHEC Online.

In September 2018, he founded and developed EDHEC Online, the online arm of EDHEC Business School (EDHEC). Between 2010 and 2018, he was Associate Dean in charge of the MBA and executive education arm of EDHEC. He was previously Dean of the Management Institute of Paris (MIP) which was established with the backing of leading CEOs, including Claude Bébéar (AXA), Martin Bouygues (Bouygues) and Bruno Bich (BIC), and which merged with EDHEC in 2010.

Benoît holds an MBA from INSEAD and a master's degree in engineering from École des Mines de Paris (MINES ParisTech).



OREVAOGHENE IRENE ATANYA

► Manager, Lagos Business School Sustainability Centre

Orevaghene (Oreva) Atanya serves as Manager of the Lagos Business School Sustainability Centre. She is also a lead facilitator for the School's sustainability courses and programmes. Oreva is a sustainability practitioner, project manager, teacher, consultant and researcher.

Oreva's book, *The Triple Bottom Line of Corporate Sustainable Development*, was published in Germany in 2014 and is available in several European and Asian countries. Oreva has experience in project management and media strategy in Nigeria and the UK, and has led industry projects and published works in areas that include sustainability, circular economy, sustainable and inclusive finance, sustainable food systems, social innovation, corporate impact assessment, and non-profit management. Oreva also serves on committees at the Private Sector Advisory Group on SDGs in Nigeria (PSAG) and Network for Business Sustainability (NBS).

She holds an MSc in management from the University of Bradford School of Management. Prior to this, she gained her bachelor's degree in philosophy at the University of Benin, Nigeria.



TIM BANERJEE DHOUL

► Content Editor, AMBA & BGA

Tim Banerjee Dhoul is Content Editor at AMBA & BGA, where he works on the organisation's thought leadership publications, *Ambition* (AMBA) and *Business Impact* (BGA), as well as its research and events output. He has more than nine years of experience spanning print and digital content, in addition to communications for non-profit organisations.

Before joining AMBA & BGA, Tim was Editorial Manager at Common Vision, a small, independent think tank, where his role focused primarily on its Responsible Tax Lab programme of work. Before this, he was Editor at QS TopMBA.com, where he led the production of content and research reports aimed at prospective students of postgraduate business education.

Tim holds a bachelor's degree in history from University College London and a master's degree in Latin American studies from the School of Advanced Study, University of London.



AARTI BHASIN

► HR and Employer Relations Manager, AMBA & BGA

Aarti Bhasin joined AMBA & BGA in 2015 as HR and Employer Relations Manager. She manages the organisation's HR function and is responsible for growing and developing its employers strategy.

Aarti has 19 years' experience of operational HR, including recruitment, employee relations and training and development. Her previous experience and knowledge is key in building effective working relationships with MBA recruiters in multinationals and SME companies worldwide, and also with careers services professionals within our accredited Business Schools network. Aarti is AMBA & BGA's lead for all employer-related activities.

Prior to starting at AMBA & BGA, Aarti was a Senior HR Consultant at the Institute of Directors, supporting the business on all HR-related matters. Prior to this, she worked at the Department of Trade and Industry and the NHS in a variety of HR roles. Aarti has a master's in human resource management from London Metropolitan University.

AMY BRACHIO

► Partner and Global Business Consulting Leader, Consulting Services, EY

Amy Brachio leads EY's Global Business Consulting practice. She has more than 20 years of experience helping large, diversified organisations manage risk. She has worked with the c-suite teams of large financial institutions to test resilience and restitution protocols in the face of major service disruptions, advised boards on regulatory matters and helped organisations to transform risk management functions along with organisational transformation efforts. As a member of EY's Global Consulting Executive team, Amy has also been a key part of the business' response to Covid-19.

On the advancement of diversity and inclusiveness, Amy was recognised as Ernst & Young's 2013 Working Mother of the Year. She was also profiled in *Diversity Journal's* 2017 Women Worth Watching and spotlighted by *Source Global Research* as part of its Women in the Professional Services series. More recently, Amy was a recipient of *Consulting Magazine's* Global Leaders in Consulting award for 2019. She has served on the board of directors and in multiple positions for the ALS Association Minnesota/North Dakota/South Dakota Chapter and works with Girls Who Code to advance women in technology.





MARK BRAMWELL

► CIO, Saïd Business School, University of Oxford

Mark Bramwell is the CIO of Saïd Business School, University of Oxford.

Before joining Saïd Business School, Mark spent nine years as Head of IT for the charitable foundation, the Wellcome Trust, prior to which he worked as Head of IT Development for UK retailer, WHSmith. Mark is also a Trustee of The Brandon Trust.

Prior to this, Mark served as Chair of the Corporate IT Forum for three years (a subscribing body of 20,000 UK IT Professionals) as well as on the boards of the Royal National Orthopaedic Hospital, Circle Care and Support, and CPM Stipenda.

Known for his skills in customer service, business transformation, IT/digital strategy and building high performing teams, Mark was named in the 2015 UKTech50 list of the UK's most influential IT leaders and the 2015, 2016 and 2020 editions of the CIO 100.

A Fellow of the British Computer Society (FBCS) and Royal Society for the Arts (FRSA), Mark is a business and finance graduate of Sheffield Hallam University.

LUIZ BRITO

► Dean, FGV EAESP

Luiz Brito is a Full Professor in the operations department of FGV EAESP (Fundação Getulio Vargas's São Paulo School of Business Administration) and became Dean of FGV EAESP in 2015.

His research covers the intersection between strategic management and operations: value creation and appropriation in supply chains and operational capabilities and practices.

He has been an active member of SMS, POMS (Vice President for Latin America 2011/2013), AOM, and ANPAD. He is a member of the AACSB Board of Directors, EQUIS Accreditation Board, AMBA & BGA Latin America Advisory Council, and of EFMD Global Network Americas Advisory Board.

Prior to his academic activity, he held senior management positions at the Bunge group (Sanbra, Santista Alimentos) and Bemis Inc. (Dixie Toga).

He holds a degree in chemical engineering from the Federal University of Rio Grande do Sul and a PhD in business from FGV EAESP.



PATTI BROWN

► Director, Full-Time Post-Experience Programmes and Executive Education, ESSEC Business School

Patti Brown believes that education can level the playing field. By leveraging more than 20 years of experience in corporate relations, sales and marketing, she has been able to create a unique and made-to-measure experience for ESSEC MBA participants.

Having transformed her corporate relationships into corporate partnerships, Patti has given her students access to opportunities by opening doors that would have been previously unattainable.

It is her deepest belief to continually and collectively challenge the status quo. By consistently questioning and analysing, we can evolve, improve and ultimately transform the educational landscape.



ANDREW BURKE

► Dean, Trinity Business School, Trinity College Dublin

Andrew Burke is Dean of Trinity Business School and the Chair of Business Studies at Trinity College Dublin.

Previously, he held the Bettany Chair of Entrepreneurship at Cranfield School of Management, where he was also Founder and Director of the Bettany Centre for Entrepreneurship.

Andrew is widely published in top-ranked international journals including the *Harvard Business Review*, *Journal of Management Studies*, *Journal of Business Venturing*, *Regional Studies*, *International Journal of Industrial Organization*, *the Oxford Bulletin of Economics and Statistics*, and *Small Business Economics*. His work has been presented at the EU Commission, World Trade Organization, HM Treasury, UK Houses of Commons and Lords as well as through media such as BBC's *Breakfast* and *Working Lunch* programmes.

He has given keynote speeches at industry events, such as the Talent Summit, National Freelancers Day (UK), annual conferences of both UK and Irish recruitment federations, and the Future Human conference.

He has acted as a consultant for organisations such as the European Commission, the UK's Association of Independent Professionals and the Self Employed (IPSE), GESAC (EU), Forbairt (IDA), Hudson Contract, Schlumberger, Selex-Galileo, May Gurney, Bank of Ireland International Banking, and the Irish Music Rights Organisation.



JOHN CAPLAN

► **President of North America and Europe, Alibaba.com**

John Caplan joined Alibaba Group in 2018 to lead the growth of its B2B business in North America. He is a leader and entrepreneur with 20 years of experience as a founder, CEO, and president/CMO, and a track record of transformational innovation and results.

Prior to joining Alibaba.com, John was Founder and CEO at OpenSky, responsible for building a world-class e-commerce platform with a team that leveraged technology to unlock the growth potential of small businesses.

Before OpenSky, John was CEO at Ford Models, a global fashion talent firm with operations in 50 countries and across every aspect of the talent industry.

Previously, John served as the CMO and President of About.com (now Dotdash). John has a BA in English from the University of Rochester in the US.

ALFORDE CHARUMBIRA

► **Co-Founder and Partner, Utando Social Impact Solutions**

Alforde Charumbira is a veteran social entrepreneur, with investments in property, logistics construction and a boutique social impact consultancy of which he is Co-Founder. He was awarded silver in the MBA Leadership Award at the AMBA & BGA Excellence Awards 2021.

Alforde has more than a decade of experience in building thriving businesses with a social focus and working with startups; some of which have grown into multi-million-dollar organisations.

As someone with a contagious passion for social innovation, Alforde works with communities, governments, and impact investors across the globe, on diverse projects ranging from inclusive healthcare and education to housing, energy and food security. He is especially enthusiastic about developing strategic partnerships with organisations that aim to make sustainable and inclusive social impact investments.

To this end, Alforde co-designed a first-of-its-kind social impact investment assessment and measurement tool at Utando Social Impact. Alforde graduated with a postgraduate diploma in management practice, and an MBA from the University of Cape Town Graduate School of Business, having previously studied accounting science.



FANGRUO CHEN

► **Dean, Antai College of Economics and Management, Shanghai Jiao Tong University**

Fangruo Chen is Dean of the Antai College of Economics and Management, Shanghai Jiao Tong University.

His main research area is supply chain management and the interface between operations management and other disciplines, such as marketing and economics.

Chen has held many leadership positions in the field: Departmental Editor for *Management Science*, Area Editor for *Operations Research*, Senior Editor for *M&SOM*, President of the Manufacturing & Service Operations Management (MSOM) Society in the US, and Founding President of the Chinese Scholars Association for Management Science and Engineering (CSAMSE).

Chen was the MUTB Professor of International Business, Columbia Business School, Columbia University, until 2018. He has a PhD in operations management from the Wharton School, University of Pennsylvania and a BSc in engineering from Shanghai Jiao Tong University.



RAHUL CHOUDAHA

► **Director, Industry Insights and Research Communications, Graduate Management Admission Council (GMAC®)**

Rahul Choudaha is Director of Industry Insights and Research Communications at the Graduate Management Admission Council (GMAC).

In this role, Rahul focuses on emerging trends by monitoring and analysing global talent mobility, student choice behaviours, alumni experiences, career and skills demand, and enrolment strategies. As an evangelist of graduate management education, he writes and presents to help Business School professionals inform their admissions and marketing strategies.

Rahul has presented more than 150 sessions at international conferences, including several keynotes and plenaries. He has been quoted more than 300 times in publications, including the BBC, *Bloomberg Businessweek*, *NPR*, *The Financial Times*, *The New York Times*, and *The Wall Street Journal*. He holds a PhD in higher education administration from the University of Denver.

TOM COLLYER

► **Director of Customer Success, Keystone Academic Solutions**

Tom Collyer is the Customer Success Director at Keystone Academic Solutions. He has seven years' experience working in higher education.

During his time at Keystone, he has worked closely with a number of AMBA-accredited Business Schools to help them optimise and improve their student recruitment and marketing activities.

In his current role, Tom leads a team of dedicated customer success professionals who ensure Keystone's university partners achieve their recruitment goals.

Tom is a graduate of multimedia technology and design from the University of Kent, UK.





PASCALE CRAMA

► Associate Professor of Operations Management, Singapore Management University

Pascale Crama is an Associate Professor of Operations Management at Singapore Management University (SMU). She is also Academic Director of Blended Programmes, including the School's blended master's in management.

Pascale teaches operations management, healthcare operations, project management, decision analysis, and supply chain management at the undergraduate, master's and executive education levels at SMU.

Her research focuses on new product development, open innovation and project portfolio management. She has written two award-winning teaching case studies and published her work in top-tier academic journals.

CARL DAWSON

► Co-Founder and Chair, Construct

As the Co-Founder of Construct, Carl Dawson works directly with clients, partners, and senior management to ensure the delivery of high-quality learning content across all clients.

Carl has worked in roles serving the education sector for more than 18 years, has served the corporate sector in workforce development strategy for more than 12 years, and has worked in HR and management for upwards of four years. His work in government, nuclear engineering, and cloud networks has largely focused on bridging the gap between higher education and employment.

He has earned a bachelor's degree in British politics and legislative studies from the University of Hull.



CELIA DE ANCA

► Deputy Dean for Ethics, Diversity and Inclusion, and Director of the Center for Diversity in Global Management, IE Business School

Celia de Anca is the Deputy Dean for Ethics, Diversity and Inclusion, and the Director of the Center for Diversity in Global Management at IE Business School, IE University, where she is also a Professor of Diversity and Islamic Finance.

She is the author of *Beyond Tribalism* (2012), and co-author of *Managing Diversity in the Global Organization* (2007). She was an external advisor of Merrill Lynch's Diversity and Inclusion Council until 2009 and has been a member of the Ethics Committee of InverCaixa's Ethics Fund, since 2010 as well as an IFN Advisory Board Member and a member of the IMEFM Editorial Advisory Board since 2020.

Celia's work has received numerous distinctions, such as Highly Commended Paper for 'Spanish Women's Career Inhibitors 2007-2017' in the Emerald Literati Awards 2019; and Best Article of Corporate Governance: An International Review in 2016. She was also listed among the 2013 Thinkers 50 ranking of global management scholars.

Celia is fluent in Spanish, English, French and Arabic, and was named female executive of 2008 by the Spanish Association of Businesswomen in Madrid. (ASEME).



EWOUDE DE KOK

► CEO and Co-Founder, FeedbackFruits

Ewoud de Kok's journey and the idea behind FeedbackFruits began at Delft University of Technology in the Netherlands.

As a student member of the Dutch national accreditation committee, Ewoud's vision was to change the way education is designed, by increasing interactivity and collaboration in course design. He co-founded FeedbackFruits in 2012, which grew to global success in the years after.

Today, he continues to lead an international team of more than 60 employees with the mission of transforming education by making every course engaging.



IGNACIO DE LA VEGA

► Associate Provost for Academic Affairs, Faculty and Internationalisation, Tecnológico de Monterrey

Ignacio de la Vega is Associate Provost for Academic Affairs, Faculty and Internationalisation at Tecnológico de Monterrey, home to EGADE Business School. He also leads its entrepreneurship centre (Instituto de Emprendimiento Eugenio Garza Lagüera).

Previously, he served as Dean of EGADE Business School and Dean of the Undergraduate Business School at Tecnológico de Monterrey. Prior to this, Ignacio served as Chief Learning Officer for the global bank, BBVA. He was also the Director of Strategic Management and Chair of IE Business School's Entrepreneurship Department and its International Center for Entrepreneurship and Ventures Development, which he founded in 1998.

Ignacio has been teaching entrepreneurial management and business strategy for more than 25 years in Business Schools and universities in more than 30 countries. He also served as Director of the Babson Global Center for Entrepreneurial Leadership in the Middle East, where he was responsible for the strategic direction and expansion of centres in the Middle East and around the world. During his tenure, Babson led the launch of two private universities in Indonesia and Saudi Arabia.

He served for two periods as global Chairman of the GEM consortium, the largest study of entrepreneurship in the world, and started and developed GEM in Spain and Middle East. Besides his private sector positions, de la Vega has also held several leadership positions with the Spanish government. In 2020, he was nominated Educator of the Year by the Academy of International Business (AIB) and he has served and is currently engaged in different boards at AACSB, EFMD and AMBA.

Ignacio has a PhD from IE University in Spain, a law degree from Universidad Complutense in Spain and a master's in international relations from the Fletcher School of Law and Diplomacy, Tufts University and Harvard University. In addition, he has participated in shorter programmes at Harvard Business School, Babson College and Harvard Law School.



OARE EHIEMUA

► Founder and CEO, One Precious Life Academy; MBA Leadership Award winner, AMBA & BGA Excellence Awards 2021

Oare Ehiemua is the Founder and CEO of One Precious Life (OPL) Academy, a non-profit employment accelerator for young construction artisans in Nigeria.

She also serves as Programme Management Consultant for the Nigerian University of Technology and Management (NUTM) an emerging pan-African university focused on developing STEM leaders for Africa.

Prior to her work at OPL and NUTM, Oare was External Relations Lead at African Capital Alliance, the first indigenous private equity firm in Nigeria with more than \$1billion USD assets under management (AUM). She also headed the African Capital Alliance Foundation with more than \$2 million USD AUM.

Demonstrating a passion for youth development, her experiences cut across critical areas of education, youth employment and finance. She has trained more than 1,000 artisans, raised over \$3 million USD in grant funding and galvanised hundreds of hours in pro bono support for NGOs.

Oare holds an MBA from ESADE Business School and serves as Board Member of its International Graduate Programmes Board.

FEDERICO FRATTINI

► Dean, MIP Graduate School of Business, Politecnico di Milano



Federico Frattini is Dean of MIP Graduate School of Business, Politecnico di Milano, where he is also Full Professor of Strategic Management and Innovation.

Federico co-founded Energy & Strategy at Politecnico di Milano, a research team that analyses the business models and the technological and innovation choices of companies in the fields of renewable energy, energy efficiency, smart grid, digital energy and others. He has been Deputy Director of Energy & Strategy since 2007.

He has been appointed Honorary Researcher at the University of Lancaster Management School and nominated among the Top 50 Researchers of Technology and Innovation Management worldwide by the International Association for Management of Technology (IAMOT).



RACHAEL FREAR

► Membership Manager, BGA

Rachael is the Membership Manager for the Business Graduates Association (BGA) at AMBA & BGA.

Rachael joined the organisation in 2019 and is responsible for overseeing BGA's student and graduate membership proposition, as well as supporting BGA's member, validated, and accredited institutions in maximising the services available to them through their BGA relationship.

Rachael is a New Zealand national, and holds a BCom in marketing and a BSc in physiology from the University of Otago.



GUNTHER FRIEDL

► Dean, TUM School of Management, Technical University of Munich

Gunther Friedl is Dean of TUM School of Management at Technical University of Munich (TUM).

Before joining TUM as a Full Professor of Management Accounting in 2007, Gunther was a Full Professor at the University of Mainz. He has also been a visiting scholar at Stanford University and guest professor at Warsaw School of Economics.

During his Deanship, TUM School of Management has received triple crown accreditation from AACSB, AMBA and EQUIS, and the School's size has tripled to more than 5,000 students.

His teaching focuses on topics that include management accounting, financial accounting, value-based management and corporate valuation at undergraduate, postgraduate and executive education levels. Gunther has received several awards for his teaching, including a Best Teaching Award for the TUM Executive MBA. In 2012, he was named as German Professor of the Year by the magazine, UNICUM.

Gunther is author and co-author of several textbooks and monographs on management accounting and valuation. His current research interests lie in the area of corporate governance, performance measurement and valuation. His work has been published in journals such as *European Journal of Operational Research*, *OR Spectrum*, *Research Policy*, and *Schmalenbach Business Review*.

His research on executive compensation is frequently portrayed in media such as *Handelsblatt*, *Financial Times*, *Frankfurter Allgemeine Zeitung*, *The Huffington Post*, *ARD*, and *ZDF*. He regularly comments on corporate governance topics in the media.

Gunther holds both an MSc in business administration from the University of Munich and an MSc in physics from the Technical University of Munich. He received his PhD and Habilitation in business administration from the University of Munich.



GAYA GAMHEWAGE

► Head of Learning and Capacity Development, WHO Health Emergencies Programme, World Health Organization (WHO)

Gaya Gamhewage is a medical doctor and public health expert with three decades of experience in the public health sector. She has worked with the World Health Organization (WHO) for 19 years, mostly leading capacity building initiatives for health emergencies, including those relating to Covid-19.

She is currently Head of Learning and Capacity development for WHO's Health Emergencies Programme and is leading the development of the first-ever global strategy to frame the contribution of education and learning to achieve Health For All.

Gaya is skilled in supporting countries to build their own capacity to protect the health of their populations. She is a passionate advocate for creating fair and sustainable environments and ecosystems where women and men are able to grow and thrive.

She holds master's degrees in international health and in international policymaking and negotiation.



GUSTAVO GENONI

► **Dean, Business School, Universidad de San Andrés**

Gustavo Genoni is currently Dean of the Business School at Universidad de San Andrés.

Previously, he was a Professor and Director of Faculty Development at Adolfo Ibáñez University, Chile. He has also served as Director of the Adolfo Ibáñez School of Management in Miami.

Gustavo was Professor and Director of MBA Programmes at Torcuato Di Tella University from 2008 to 2017, and Associate Professor at the IAE Business School. Between 1990 and 1994, he was an advisor in the Ministry of Economy and the Central Bank of the Argentine Republic where he participated in the restructuring of public debt, the negotiation and monitoring of agreements with the International Monetary Fund, the issuance of sovereign bonds and the IPO of privatised companies. He has researched and published on pension systems and pension risk, manipulation of accounting reports and the industrial organisation of the underwriting of IPOs.

Since 1997, in parallel to his academic work, he has been a director and advisor on corporate governance, risk management, mergers and acquisitions, corporate valuation and restructuring of liabilities for companies in Argentina, Chile, Peru and the US.

Gustavo received his PhD in finance and his master's degree in economics from Boston University and earned a bachelor's degree in economics from the University of Buenos Aires.

ANDREW GODLEY

► **Associate Dean (International) and Head of Leadership, Organisations and Behaviour, Henley Business School, University of Reading**

Andrew Godley is Associate Dean (International) and Head of Leadership, Organisations and Behaviour at Henley Business School, University of Reading, where he is also Professor of Management and Business History and the Academic Director of the Henley Centre for Entrepreneurship.

Andrew's research interests lie in the areas of entrepreneurship and business history. He has published in journals ranging from *Economic History Review*, *Business History Review*, *Journal of Management Studies* and *Strategic Entrepreneurship Journal* and won research grants from the ESRC, the Leverhulme Trust and the British Academy, among others.

Andrew has been a consultant to several leading firms and government departments and is a frequent commentator in the broadcast and written media on trends in entrepreneurship. He is a Visiting Professor at Zhejiang University, China, where he is the Co-Director of the Reading-Zhejiang Sino-British Entrepreneurship Research Centre.

He supervises doctoral students in the areas of global entrepreneurship and business history.



ALAIN GOUDEY

► **Chief Digital Officer and Professor of Marketing, NEOMA Business School**

Alain Goudey is Chief Digital Officer and Full Professor of Marketing at NEOMA Business School in France. He is also Founding Partner of AtooMedia, a sound communication and musical design agency, and its subsidiary, Mediavea, a retail marketing company.

Alain is the co-author of several books and has published his academic work in France and abroad in scientific journals such as the *International Journal of Research in Marketing* and the *Journal of Retailing and Consumer Services*.

His research areas are sensory marketing, design, adoption of disruptive technologies, digital transformation and technologies for education (such as VR, AR and AI).

He holds a PhD in management science from Université Paris-Dauphine and a master's in management science with an IT specialisation from Institut Mines-Télécom Business School.



WEN HAI

► **Dean, Peking University HSBC Business School (PHBS)**

Wen Hai is Dean of Peking University HSBC Business School (PHBS), Chair Professor of Economics, Vice Chairman of Peking University Council, and Former Vice President of Peking University.

He lectured at various universities and became a leading contributor to the study of China's economy in the US, where he served as President of the China Economists Society in 1993-1994.

Hai is a founding member of the National School of Development (NSD) and the Founding Dean of PHBS. His main research areas are international economics, development economics, and China's economic development. He has published papers in top journals including *American Economic Review*, *Journal of Comparative Economics*, and *China Economic Quarterly* (Chinese).

He is the author, translator, and editor of many academic books, including: *International Trade: Theory, Policy, and Empirical Issues* (1993); *International Trade* (2003); *International Trade and Investment: Growth vs. Welfare, Conflict vs. Cooperate* (2010); *Restructure: New Pattern and New Thinking of Economy* (2017); and *Macroeconomic Trend and Market Logic* (2021).

Hai has served in the advisory boards of the Ministry of Health and Ministry of Commerce of the Chinese government. He was also the Founder and served as Chairman of China Economic Annual Conference from 2001 to 2020.

Hai graduated from Peking University with a BA in economics and from the University of California (Davis) with a PhD in economics.



SIMONE HAMMER

► **Head of Marketing, Learning Experience, Barco**

Simone Hammer is a trilingual Austrian with extensive experience in business creation and management, marketing, communications, digital, content strategy and training, having lived in several countries and always worked in international environments.

After 15 years with GE Healthcare in various roles in marketing, communications and strategy, she created her own startup. She has launched a brand-new business model for alternative education extending it to a school network in the social and solidarity economy. After this exciting experience, Simone joined Barco as Global Marketing Manager for the Teaching and Training division, bringing her hands-on experience in education and pedagogy together with her competencies from the corporate world.

Simone holds an executive MBA from HEC Paris, for which she majored in entrepreneurship and innovation.



LOUIS HÉBERT

► **Director of MBA and EMBA programmes, HEC Montréal**

Louis Hébert is Professor of Strategy, and Director of MBA and EMBA programmes at HEC Montréal. He was also responsible for the development of the McGill-HEC Executive MBA and is now Co-Director of the programme.

Louis joined HEC Montréal in 2000 after holding faculty positions at the Richard Ivey School of Business and at the Faculty of Commerce and Administration, Concordia University.

As a researcher, teacher and adviser, Louis's interests encompass the value creation strategies firm implement to expand and exploit their international scope of activities, particularly through joint ventures, strategic alliances, and mergers and acquisitions.

He has taught a variety of courses in international business and strategic management in executive, corporate and degree programmes around the world. Several of his papers on the management of joint ventures and the management of the post-acquisition integration process have earned international awards, including the 1999 *Journal of International Business Studies* Decade Award.

Louis's research activities are complemented by consulting assignments and board memberships in public and private organisations. He is regularly invited by Canadian print and electronic media to comment on business issues.



VICTOR HEDENBERG

► **Business Development Manager, AMBA & BGA**

Victor Hedenberg is Business Development Manager for BGA, with responsibilities for growing the network, enhancing the membership and accreditation services, informing the development of the BGA service and accreditation offering, with the AMBA & BGA accreditation team, and managing BGA projects. He joined AMBA & BGA in 2016 and has also focused on the AMBA Development Network (ADN), a platform for institutions seeking AMBA accreditation support.

Victor has travelled around the world to meet Schools and their senior teams, as well as presenting at industry events. Victor is a Swedish national, educated at Hillsdale College in the US. He holds a degree in economics and business administration.



GEORGE ILIEV

► **Director of Strategic Projects and Innovation, Accreditation and China Director, AMBA & BGA**

George Iliev is Director of Strategic Projects and Innovation at AMBA & BGA, responsible for strategic initiatives in online and executive education, entrepreneurship and education technology. He is also Accreditation and China Director, a role in which he manages the AMBA accreditation of 115 Business Schools in China, Japan, Russia, eastern Europe, Spain, Latin America, Turkey, and London (UK).

Before joining AMBA & BGA in 2011, George's career included consulting work in media (CNN-Atlanta), sustainability (Bolivia) and renewable energy (Bulgaria); macroeconomic research for the Economic Policy Institute; and a stint of four years as Managing Editor of the China business news service of *Reuters Business Briefing* and *Dow Jones Factiva*.

He taught China business and economy at Sofia University (2004-2007) and has a professional interest in entrepreneurship and innovation research. George speaks Mandarin Chinese, Russian and Spanish, as well as his native Bulgarian.

George completed his MBA at Emory University (Atlanta), where he was a Fulbright Scholar. He holds an MSc degree in economic history and anthropology from the London School of Economics (where he was a Chevening Scholar) and a BA in Chinese studies from Sofia University. He has also pursued specialisations at HKUST in Hong Kong and Anhui University in mainland China.



ALIMAA JAMIYANSUREN

► **Director of Asia Pacific Operations, Peregrine Global Services**

As an international consultant and economist with more than 20 years of experience, Alimaa Jamiyansuren focuses on building strategic relationships with institutions of higher education, accrediting associations, and organisations located in the US and around the world.

She oversees the Asia and Asia Pacific operations, planning and budgeting, management of regional partner relationships, and business development for Peregrine Global Services.

Alimaa's major areas of expertise and consulting work include higher education quality, quality assurance and assessment, training, communications, global partnerships, and leadership development.

She holds a BA degree from Bryn Mawr College, Pennsylvania, and an MA from Tufts University, both in economics, and an honorary DBA degree from Ider University in Mongolia. Alimaa is fluent in English, Russian, Mongolian, and is currently studying Japanese.



DAVID KLIEGER

► Senior Research Scientist, ETS GRE

David Klieger is Senior Research Scientist in the Center for Educational and Career Development at Educational Testing Service (ETS) where he focuses on higher education and employment issues.

He represents ETS in initiatives to innovate admissions in higher education, to help students strengthen their socioemotional skills, and to increase diversity in higher education. He has served on the Society for Industrial and Organizational Psychology (SIOP) Scientific Affairs Committee and ETS's Institutional Review Board that protects human subjects in research studies.

David has published several research reports, book chapters, and articles in leading journals such as *Harvard Business Review* and *The Journal of Applied Psychology*.

He received his PhD in industrial-organisational psychology, with a minor in quantitative psychology/psychometrics, from the University of Minnesota in 2010. In 1996, he earned a JD from the University of Pennsylvania School of Law, serving as articles editor for the *Comparative Labor Law Journal*. He has practiced business and employment law.

ISHAN KOLHATKAR

► General Manager UK, Inspira Assessment

Ishan Kolhatkar is General Manager of Inspira UK.

Prior to joining Inspira, he implemented the platform across an entire university, eliminating pen and paper exams.

Ishan was a practising barrister for almost a decade before moving into education, first as a lecturer on the bar exams, then he became Deputy Dean of Learning and Teaching and finally Director of Group Education, before moving to Inspira. He therefore has first-hand knowledge of what faculty, administrators and senior leaders want from digital assessment, along with the digital transformation and change management required to make it happen.



KATALIN KOVACS

► Associate Dean, Global Education Programmes, Maastricht School of Management

As Associate Dean for Global Education Programmes, Katalin Kovacs oversees the development and strategic implementation of Maastricht School of Management's (MSM) mission and vision around the world.

She is responsible for MSM's programmes, partner networks, and business activities both inside and outside the Netherlands. She is also the Head of Accreditation and Quality Assurance and, as such, has taken MSM's programmes through AMBA accreditation several times.

Katalin has been a trainer and special advisor on numerous projects (capacity development, quality assurance and innovation) in Ethiopia, South Africa, and Azerbaijan, among others. She is a current board member at the ACBSP, and previous chair and board member at the IACBE. She is also supporting the Global Partnership team at London South Bank University.

Katalin is pursuing her doctoral degree at the University of Bath. Her research interests include accreditation, quality management and risk assessment.



GASTÓN LABADIE

► Dean, School of Management and Social Sciences, Universidad ORT Uruguay

Gastón Labadie has been the Dean of the School of Management and Social Sciences (Facultad de Administración y Ciencias Sociales) at Universidad ORT Uruguay since 1992.

He is Full Professor of Organisational Behaviour and Human Resources, and Director of GEOPS (Group of Studies in Economics, Organization and Social Policy), a private research and consulting firm.

Gastón was Principal Researcher and founder of the Centre for the Study of Economic and Social Affairs (CERES) from 1985 to 1992. He has also been Researcher Level II in business and economics within the Uruguayan National System of Researchers for two three-year periods (2002-2004 and 2009-2011), and has published several articles and book chapters in his areas of expertise.

He has consulted for the World Bank, the Inter-American Development Bank, the German GTZ, WHO, UNDP, and Booz-Allen & Hamilton on organisational, HR and change management issues in various countries, including Argentina, Bolivia, Guatemala, Nicaragua and Uruguay.

Gastón has been an elected member of the Board of the Latin American Council of Management Schools (CLADEA) for three periods, most recently between 2006 and 2009, and was elected President of the Business Association for Latin American Studies (BALAS) in 2004-2005. He is a member of the editorial board of *Management Research*, the publication of the Iberoamerican Academy of Management, as well as the *Latin American Business Review*. He is member of the AMBA & BGA Latin America Advisory Council.

Gastón received his PhD in the sociology of organisations and work from Michigan State University and did postdoctoral studies in political economy and game theory at Stanford University.



WENDY LORETTO

► Dean, University of Edinburgh Business School

Wendy Loretto is Professor of Organisational Behaviour and Dean at the University of Edinburgh Business School.

Wendy has previously held several leadership roles in the School, including Director of Research and Director of Undergraduate Programmes.

Her main research field is age and employment, with a particular focus on changes in employees' and employers' attitudes and practices in extending working lives. She is especially interested in the ways in which gender, age and health interact to affect work and retirement experiences among older men and women across Europe.

Her work has received funding from research councils, industry partners, government and the EU, and is published widely in leading academic journals.

She is on the Boards of Edinburgh Innovation and Standard Life Foundation, and is a member of the UKRI Equality, Diversity and Inclusion External Advisory Group.



JULIANNA PAOLA RAMÍREZ LOZANO

► Director of Sustainability, Centrum PUCP Business School

Julianna Paola Ramírez Lozano is a teacher and researcher and Director of Sustainability at Centrum PUCP Business School, Pontificia Universidad Católica del Perú (PUCP).

She is a guest lecturer at the Catholic University of Murcia, Spain, a former professor at the University of Lima, Peru, and a researcher at the Institute of Scientific Research (IDIC) of the University of Lima.

Julianna has more than 15 years of postgraduate university teaching experience on issues of social responsibility and corporate communication in various Peruvian universities. She was also formerly a Co-ordinator of Social Responsibility Projects of the broadcasting company, the RPP Group, between 2006 and 2011. She is the author of the books, *Social Responsibility in the Media* (2014); *The Success Of 'To Read is to Be Ahead': Good Communication in Social Responsibility Programs*, sponsored by BBVA Continental and PUCP; and *A Voice That Changes Lives: the Management of Social Campaigns on the Radio*.

Julianna has experience in issues of CSR, the design of social projects, social marketing, and corporate communications. She is a member of the mirror committee in Peru of the international social responsibility standard, ISO 26000. She is also a frequent editor of the magazine *Stakeholders* and columnist for *RPP Noticias*.

She has a PhD in public communication and master's in business management communication from the University of Navarra, Spain. She also holds a master's in social management from PUCP, an international diploma in corporate communication from ESAN and a bachelor's in communication

ERIN MAHER

► Senior Partner Success Executive, VitalSource | Intrepid

Erin Maher is Senior Partner Success Executive at Intrepid by VitalSource and is a dynamic customer success leader with extensive experience in learning strategy and execution, process improvement, and consulting.

Erin brings expertise with development and operational planning for management, sales, and product knowledge training initiatives across a variety of industries including healthcare, cloud services, and information technology.



JULIEN MALAURENT

► Director of Digital Campus, ESSEC Business School

Julien Malaurent is Director of Digital Campus at ESSEC Business School (ESSEC), France. He has been Associate Professor of Information Systems at ESSEC since 2013 and is Academic Director of its executive master's in digital transformation – the first degree of ESSEC's new augmented digital campus.

Julien's research is regularly published in top journals such as *Journal of Management of Information Systems*, *European Journal of Information Systems*, and *Journal of Information Technology*.

He gained his PhD in information systems from ESSEC Business School.



PAUL MALLETTE

► Director of International Operations, Peregrine Global Services

Paul Mallette has more than 30 years of experience in higher education in both teaching and administrative positions, including quality assurance work in which he specialised in business programme accreditation in the US, Europe, the Middle East, and Africa.

Working with an array of accreditation and quality assurance agencies including AMBA, AACSB, IACBE, ACBSP, AABS, and others, Paul facilitates workshops and seminars on a wide variety of topics related to quality and accreditation.

As head of Peregrine's EMEA operations in Paris, he supports partner Schools by providing educational and assessment solutions and customised enhancements to accreditation and quality assurance processes.

A native of Boston, Massachusetts, Paul received his bachelor's degree from Boston University, his MBA from Clark University, and a certificate of management studies from Harvard University's Division of Continuing Education.



TARIRO MASUKUME

► Membership Manager, AMBA

Tariro Masukume is the Membership Manager for AMBA at AMBA & BGA.

She is responsible for the recruitment and onboarding of students and graduates from AMBA-accredited programmes, to the burgeoning community of current and future business leaders who make up AMBA's global membership base.

As well as liaising with programme directors at more than 280 Business Schools worldwide to raise the profile of AMBA's membership, Tariro also manages engagement with more than 55,000 individual members to ensure the delivery of valuable programmes and services to the membership community.

Tariro has more than 10 years of business development experience, six of which she gained in the education management sector. Prior to joining AMBA & BGA in 2016, Tariro held key account management and membership development roles facilitating strategic commercial opportunities with transatlantic businesses.



CARLO MAZZI

► Chairman of the Board, PRADA

Carlo Mazzi has been the Chairman of the Board of PRADA since 2014, after first being appointed to the board in 2004. Carlo has served in a number of roles, including Vice Chairman, prior to becoming Chairman.

Carlo holds directorships in Prada Holding, Bellatrix, and Ludo, which are substantial shareholders of PRADA. In addition to these responsibilities, he is also a board member of Chora, an independent board member of Banca Profilo and a board member of Sammontana.

His previous roles include being Managing Director of the large corporate department of IMI and San Paolo IMI Bank from 1994 to 2000. He was also a board member of IBI International Business Advisors Investment in Amsterdam; Vice Chairman and Executive Committee Member of IBI Bank in Zurich; Board Member of IBI Corporate Finance in Amsterdam; and Managing Director of IBI in Milan.

Carlo was previously a board member of IMI-ABN AMRO, SAGO, IMILEASE, Banca di Intermediazione Mobiliare IMI (now Banca IMI) Tecnofarmaci, SIM, and Paros International Insurance Brokers.

Carlo obtained a degree cum laude in mechanical engineering from Bologna University and an MBA from Bocconi University.



JOËL MCCONNELL

► Executive Director of Marketing, Recruitment and Admissions, Imperial College Business School

Joël McConnell is an Executive Director at Imperial College Business School and leads the marketing, recruitment, admissions, and CRM/Insights teams.

Additionally, he is the Co-Chair of Imperial 600 and a member of the Equality, Diversity, and Inclusion (EDI) Forum at Imperial College London.

Some of the particular aspects of EDI Joël is most interested in are: helping women professionals fast-track their career progression via corporate venturing, AI and inclusivity, and ensuring an organisation's internal workforce reflects the diversity of their external stakeholders.

Joël not only works in graduate management education, but is also a lifelong learner. He completed his MBA and master's in finance at IE Business School, a postgraduate diploma in global business at Saïd Business School (University of Oxford), the Global Senior Management Program at Chicago Booth, and recently, the Leading Digital Business Transformation programme at IMD.



NICOLAS MCGUIGAN

► Director of Equity, Diversity and Social Inclusion Monash Business School

Nicolas (Nick) McGuigan leads the Equity, Diversity and Social Inclusion portfolio of the Monash Business School where he instigated the newly created Artist-In-Residence programme, collaborated with indigenous organisations to create an indigenous-led leadership programme and, together with industry, is working on queering accounting.

Nick is an award-winning educator who works as an innovator, instigator and disruptor to create future-oriented business education programmes that focus on innovation, creativity and design thinking. He holds an Australian National Citation for Outstanding Contributions to Student Learning, a Business/Higher Education Roundtable (B/HERT) award for 'Excellence in Accounting Teaching Collaboration' and is the recipient of the prestigious 2019 Aspen Institute Global 'Ideas Worth Teaching' Award.

He has a particular passion for accountability and co-founded The Accountability Institute – a progressive platform with an aim of fostering collaborations between art, science, technology and economics, bringing these fields into conversation to create a new language of business – a language of accountability.

Nick researches in the areas of integrated reporting, integrated thinking, diversity, social justice, design, systems networks and regenerative accounting, where he is a sought-after international speaker and publishes widely in top journals across the field.



DUNCAN MITCHINSON

► Chief Revenue Officer, Accredible

Duncan Mitchinson is the Chief Revenue Officer at Accredible. In more than five years with Accredible, Duncan has worked with hundreds of organisations to evaluate and implement digital credential software.

Duncan's understanding of the needs and challenges related to credentialing is unrivalled in the space.



ANTONELLA MORETTO

► Antonella Moretto, Associate Dean for Open Programmes, MIP Graduate School of Business

Antonella Moretto is Associate Dean for Open Programmes at MIP Graduate School of Business, Politecnico di Milano. She is also Senior Assistant Professor at the School of Management of Politecnico di Milano, and has been an Associate Professor at the School since July 2017.

Antonella teaches supplier relationship management on the MSc in management engineering programme and is part of the core faculty of the MIP Graduate School of Business in the area of purchasing and supply management. At the Department of Management, Economics and Industrial Engineering (part of School of Management of Politecnico di Milano) she is Director of the Observatory Supply Chain Finance and the Observatory of Digital Procurement. Since 2016, she is an executive committee member of Ipsera, the international research association of purchasing and supply management.



MARTIN OBSCHONKA

► Director, Australian Centre for Entrepreneurship Research, QUT Business School, Queensland University of Technology

Martin Obschonka is Director of the Australian Centre for Entrepreneurship Research and Full Professor at QUT Business School, Queensland University of Technology, Australia.

He is a psychologist working in the research fields of applied psychology, entrepreneurship, vocational behaviour, economic culture, and social, economic, and technological change. He is also Associate Editor of the *International Journal of Psychology*, and of *Small Business Economics*.

With his focus on person-environment interactions and transactions, Martin’s research aims at advancing the knowledge of psychological and economic factors and mechanisms relevant for human agency in context. His research involves projects on entrepreneurial development over the lifespan, entrepreneurial regions and culture, public policy, human capital, personality, geographical psychology, organisational behaviour, wellbeing and stress, and social and economic change. He is widely published, with publications in major psychology, entrepreneurship, economics, and geography journals.

His research has received considerable media attention and has informed practice, education, and policy.

CHRIS OGBECHIE

► Dean and Professor of Strategic Management, Lagos Business School, Pan-Atlantic University



Chris Ogbegie is Dean and Professor of Strategic Management at Lagos Business School, Pan-Atlantic University, Nigeria. He is also Visiting Professor at Strathmore University Business School in Nairobi, Kenya, and the University of Kigali, Rwanda.

He has vast experience in marketing, strategy and corporate governance derived from his work as Head of Marketing/Sales at Nestlé Nigeria and from his consulting work with Nigerian, Ghanaian and Kenyan firms over the years. While at Nestlé, he held international positions in Malaysia, Singapore and Switzerland.

Chris teaches strategy, sustainability and corporate governance at the Lagos Business School (LBS) and Strathmore University Business School. He is also the Founding Director of the LBS Sustainability Centre. His research interests are in strategy in turbulent environments, strategic leadership, board effectiveness, and corporate sustainability.

He has been involved with several startups, he was Chairman of Board of Directors at Diamond Bank and is on the board of several private and public companies including; Red Star Express (FedEx), National Salt Company of Nigeria (NASCON), Health Partners, Hubmart Stores, and Palton Morgan Holdings. He has several publications in the areas of financial services, marketing, strategic planning, corporate social responsibility, and corporate governance.

Chris holds a first-class honours degree in mechanical engineering from Manchester University, an MBA from Manchester Business School and a PhD in business administration from Brunel Business School in the UK.



COBUS OOSTHUIZEN

► Dean, Milpark Business School

Cobus Oosthuizen is the Dean of Milpark Business School, Johannesburg, South Africa. His areas of specialisation are leadership, entrepreneurship, and strategy, with keen interests extending into the areas of technology, innovation, complexity, philosophy, AI, futures studies, and the fourth industrial revolution.

His current research focus is the fourth industrial revolution and its influence on strategy, leadership, management practice and the world of work. He believes that we are not captives to a pre-determined set of choices, but that the future offers many possible outcomes, and that as a collective, we should aim at creating pathways that enable the enactment of individual and social events to shape a preferred future in which all stakeholders benefit.

Cobus contributes regularly to popular press, has presented papers at academic conferences, published refereed journal articles, contributed book chapters, and acts as a reviewer for several academic journals. He also supervises master’s and doctoral students and serves as an external examiner for master’s and doctoral dissertations, and as a PhD proposal defence panel member for various South African universities. Cobus is a member of the Southern Africa Institute for Management Scientists and the Institute of Directors, Southern Africa.



EWAN PREZENS

► Regional Director, EMEA, Canvas

Ewan Prezents is a passionate edtech professional, helping educational institutions transform and thrive across Europe, the Middle East and Africa. He has proven success with technology initiatives – from inception to deployment – with local and nationwide exposure in higher education in countries that include Sweden, Norway and Iceland, as well as K-12 in Malta.

Ewan has grown his career at progressive global companies, like Microsoft, Google, Folkuniversitet and now Instructure, where he helps institutions navigate change and ambiguity to deploy solutions and services to increase engagement of all learners, staff and students from the first day of school until the last day of their career.

He has an MSc in organisational change management from Lund University, and a bachelor’s in social sciences from Malmo University.

UDOCHUKU RICHSON

► District Sales Manager, Eli Lilly; MBA Student of the Year winner, AMBA & BGA Excellence Awards 2020



Born in Austria with Nigerian roots, Udochuku (Udo) Richson perfectly resembles the diversity of IE Business School’s MBA programme.

His prior achievements as a former national rugby player and musician earned him a talent scholarship at IE Business School. He holds degrees in molecular biology and immunology and contributed to the development of breakthrough research initiatives as Manager of an EU research-funding programme.

After having dedicated more than four years to building a charity organisation focused on the integration of refugees, his next big goal is to drive the transformation of the healthcare system for a healthier and more sustainable society. Udo has now made a successful transition into the pharmaceutical industry and, having served as Manager for Strategic projects and interim COO for Eli Lilly Germany, he was recently promoted to District Sales Manager. In his current role, he leads a regional sales team with the aim of making best-in-class therapies available to customers and patients.



AFIF RUSTOM

► Business Development Manager, **VitalSource** | Intrepid

Based in Dubai, Afif Rustom works closely with key stakeholders in government ministries, consortiums, and institutions. He enables content providers to enable learners, instructors and management to make a systematic transformation to digital. Leading the teams in his regions, Afif likes to tackle educational solutions and to gain successful outcomes and enhanced learning experiences.

CARLOS SALGADO

► Associate Director of Partnerships, **Coursera**

Carlos Salgado is Associate Director of Partnerships at Coursera, where he heads strategic relationships with its university partners in France, Switzerland and Spain.

By working closely with Europe's leading Business Schools such as ESSEC, HEC Paris, ESADE, IE, and EDHEC, Carlos is at the forefront of understanding the intricacies affecting Business Schools in today's environment.

Carlos is passionate about innovation and finding the collective adventures that will shape the 'education of tomorrow'.



BODO SCHLEGELMILCH

► Chair, **AMBA & BGA**

Bodo Schlegelmilch heads the Institute for International Marketing Management at WU Vienna University of Economics and Business, and is Chair of the Association of MBAs and Business Graduates Association (AMBA & BGA). For more than 10 years, he served as Founding Dean of the WU Executive Academy.

Starting at Deutsche Bank and Procter & Gamble, he continued his career at the University of Edinburgh and the University of California, Berkeley. Appointments as British Rail Chair of Marketing at the University of Wales and Professor of International Business at Thunderbird School of Global Management followed.

Bodo serves on several Business School advisory boards in Europe and Asia and is member of the Board of Governors of the Academy of Marketing Science. He holds, or has held, visiting appointments at the Universities of Minnesota, Keio, Leeds, Sun Yat-sen, Cologne, and the Indian School of Business, and has taught in more than 30 countries. He has received several teaching and research awards and Fellowships from the Academy of International Business, the Academy of Marketing Science and the Chartered Institute of Marketing. His research interests include international marketing strategy and CSR, and his work has been published in a wide range of books and journals, such as the *Journal of International Business Studies*, *Strategic Management Journal* and the *Journal of World Business*. He was the first European Editor-in-Chief of the *Journal of International Marketing*, published by the American Marketing Association.

Educated in Germany, Bodo obtained a PhD in international marketing and a DLitt in CSR from the University of Manchester, and an honorary PhD from Thammasat University.



ADITYA SINGH

► Director, **Athena School of Management**

Aditya Singh is Director of Athena School of Management, Mumbai, India, where he also teaches leadership and differential thinking.

Aditya is a Fellow of the Royal Society of Arts, a Fellow of the Royal Asiatic Society of Great Britain and Ireland, a Member of Chatham House, The Royal Institute of International Affairs, and a Member of the OECD Forum Network. He is also an active Rotarian. Aditya sits on the advisory boards of several startups, accelerators and non-profits with a special interest in those that focus on the UN Sustainable Development Goals, sustainability, and innovation.

He is a graduate of the Wharton School's Accelerated Development Program (ADP) and holds an MBA from the SP Jain Institute of Management and Research in Mumbai. He is a Visiting Professor and Global Speaker who has spoken at Horasis, Rotary, Athens Calls Athens, The Futures Project Conference, and AIESEC on subjects which he is passionate about, including globalisation, entrepreneurship, leadership, digital transformation, and the future of work.



MARK STODDARD

► Director of Accreditation and Director of **BGA Services, AMBA & BGA**

Having worked at AMBA & BGA for more than 15 years, Mark is responsible for the creation, design and development of the full suite of BGA services and accreditation processes, while leading the review of accreditation criteria at AMBA.

In addition, Mark is Director of Accreditation at AMBA for Africa, North America and South Asia, as well as parts of Western Europe, and has actively participated in approximately 200 accreditation visits worldwide.

Previously at AMBA & BGA, Mark launched the AMBA Development Network, AMBA's Research Centre and served as Founding Editor of its journal, *Business Leadership Review*. He also led the expansion of the AMBA accreditation portfolio to MBM and DBA programmes.

Mark holds an MA in Russian politics and a BA (first class honours) in American studies, having studied at the University of Essex (UK) and the University of California, Berkeley (US).



DAVID STOLIN

► Professor of Finance, **TBS Business School**

David Stolin has been a Finance Professor at TBS Business School since 1999. He conducts research on investment management, corporate governance, fintech and textual analysis in finance.

David's research has been published in such outlets as *Journal of Finance*, *Journal of Financial and Quantitative Analysis*, and *Management Science* and covered by the *Financial Times*, *Frankfurter Allgemeine*, *Le Monde*, and *Reuters*, among others. He has held visiting positions at Aarhus University, Cass Business School, Erasmus University, Leiden University and the Stockholm Institute for Financial Research.

David's interest in pedagogy prompted him to initiate and co-lead a TBS project called 'Inspiring Guest', involving the creation of innovative teaching resources in collaboration with remarkable individuals from outside business academia. The project received the Jury Prize from the Fédération Nationale pour l'Enseignement de la Gestion des Entreprises (FNEGE), the Best Session Award from the Academy of Management, and the Best Innovation Strategy Award from AMBA & BGA.

David holds a PhD in finance from London Business School.



SIAN SUTHERLAND

► Co-Founder, A Plastic Planet

Sian Sutherland and her business partner, Frederikke Magnussen, founded A Plastic Planet in 2017. This global campaign organisation has a single goal: to ignite and inspire the world to turn off the plastic tap.

As an entrepreneur, Sian brings a fresh pro-business solutions-focused approach to environmental issues. Sian is passionate about igniting social change, creating brands, campaigns and businesses with soul. She is a multi-award winner, including Female Marketer of the Year, CEW Achiever Award, Entrepreneur of the Year and British Inventor of the Year.

Recognised in the Fast Company Awards 2019 and winner of International Campaign of the Year, A Plastic Planet created the 'Plastic Free Aisle' campaign, opening this catalyst for supermarket change in Amsterdam in 2018. It also launched the Plastic Free Trust Mark for brands, with more than 1,000 companies already certified, and the Industry Commitment Mark 'Working Towards Plastic Free'.

From plastic hackathons for Unilever and WPP to creating laws banning export of plastic waste, from lobbying for plastic taxes, and the creation of the first PlasticFree.com materials library with blockchain partner IBM, A Plastic Planet has created global impact in less than four years.

Sian is also a serial entrepreneur with a varied background in advertising, Michelin Star restaurants, film production, skincare, and brand creation design agencies.

TERRY SWEENEY

► CEO, Insendi

Terry Sweeney is CEO of Insendi. He has spent the past 20 years in executive roles supporting the education sector.

Prior to his current role, Terry was CEO of Epigeum, a leading publisher of online programmes, and CEO at Academic Partnerships International and RM Education.

Terry has a BSc honours degree in electrical and electronic engineering from City University London, and an MBA from Oxford Brookes University. He has also attended the Harvard Business School Advanced Management Program.



YASI TEHRANI

► Senior Learning Designer, Construct

Yasi Tehrani is Senior Learning Designer at Construct. She works directly with Business School faculty and SMEs to help turn their content into effective and engaging online learning experiences, always using pedagogical best practice and learning theory to inform this process.

Yasi has significant experience of overseeing learning design through to delivery for a variety of clients in the edtech sector. She is passionate about breaking down boundaries in education through technological solutions and bringing a human element to learning design.



MITAL THANKI

► Founder and CEO, Spark Academy; MBA Student of the Year winner, AMBA & BGA Excellence Awards 2021

Mital Thanki is a leader, entrepreneur, innovator, learner, and educator. She is the Founder and CEO of Spark Academy, a multi-award-winning company that provides online tutoring for primary, secondary and A-level schools in Leicester, UK.

Throughout her MBA studies, Mital has shown an ability to put learning into practice, turning every assignment into a business project. She served as a mentor and role model for classmates; spearheaded programme improvements; and promoted the MBA while continuing to grow her business in a socially responsible way.

Mital remains committed to the University of Leicester Business School and now serves as a member of its External Advisory Board.



NADINE TOURNOIS

► Dean, IAE Nice Graduate School of Management, University Côte d'Azur

Nadine Tournois is Dean of the IAE Nice Graduate School of Management, Vice President for continuing education, and Professor at the University Côte d'Azur, France. Formerly, she was Vice Chancellor of the Academy of Nice.

Her research is focused on marketing of services and international management/marketing. She served as the chair of several international conferences and has developed a large number of international collaborations with universities from all over the world.

Before becoming a professor, Nadine worked for Texas Instruments and IBM, and as a consultant for French and international banks. She is a Chevalier (Knight) of France's National Order of the Legion of Honour, and is involved in humanitarian activities.

IVANKA VISNJIC

► Director, Institute for Innovation and Knowledge Management, ESADE Business School

Ivanka Visnjic is Associate Professor of Innovation at ESADE Business School, where she also acts as Director of the Institute for Innovation and Knowledge Management.

Her research, consulting and speaking activities are focused on innovative business models for established companies, such as services and solution business models, digital and platform business models, disruptive and moonshot business models.

Ivanka has led joint research projects, given keynote speeches, hosted workshops, and worked closely with c-suite and senior management teams of several global companies, including Atlas Copco, BAE Systems, Caterpillar, Enel, FC Barcelona, IBM, Novozymes, Pearson, Roche and Telefonica. Ivanka has also received a number of awards and grants, including being named to *Poets & Quants' Best 40 Under 40 Professors* and winning an IBM Faculty Award. Her research has been published in prestigious academic journals such as *California Management Review*, *Journal of Operations Management*, and *Journal of Product Innovation Management*. Before joining ESADE, Ivanka worked at the consulting firm, McKinsey & Company, and completed her PhD at Katholieke Universiteit Leuven in Belgium.





JAKO VOLSCHEK

► Head of MBA Programmes,
University of Stellenbosch Business School

Jako Volschenk is Head of MBA Programmes and a Senior Lecturer in Strategy and Sustainability at the University of Stellenbosch Business School, South Africa.

Jako has worked with a number of South African and global institutions, including WWF, Nedbank, World Bank and USAID. He consults in the areas of strategy, environmental sustainability, and energy policy. He has also published in the areas of coopetition, energy, sustainability, as well as microfinance.

Jako also regularly participates in environmental clean-up initiatives.

FAN WANG

► Assistant President and Dean,
Business School, Sun Yat-sen University

Fan Wang is Assistant President and Dean of the Business School, Sun Yat-sen University in China.

After working for IBM Research Lab (Beijing) and the Department of Industrial Engineering and Logistics Management at the Hong Kong University of Science and Technology (HKUST), he joined Sun Yat-sen University as a Professor in 2006. His research areas include fintech, supply chain management, and supply chain finance.

Fan Wang won Asian Champion at the ACM International Collegiate Programming Contest in 1998, and was awarded a Distinguished Young Scholars Fund by the National Natural Science Foundation of China in 2002, as well as a Second Prize of University Teaching Achievement Award by the Ministry of Education China in 2019. Fan Wang is a board member and accreditation committee member of AACSB, and an EQUIS accreditation committee member.

He holds a BSc, MSc and PhD, all from the Department of Computer Science and Technology, Tsinghua University, China.



ZHONGMING WANG

► International Advisor for China, AMBA & BGA;
Director, Global Entrepreneurship Research Centre,
Zhejiang University

Zhongming Wang has the Senior Professorship of Social Science at Zhejiang University, China, where he is also Director of the Global Entrepreneurship Research Centre (GERC) and the Centre for Human Resources & Strategic Development (HRSD).

He is Co-Director of the Miller Institute of Entrepreneurship and Innovation, President of the Industrial Psychology Division of Chinese Psychological Society, President of Association of Professional Managers' Development (Hangzhou) and President of Zhejiang Association of Behavioural Sciences. Zhongming jointly founded the Silk-Road Entrepreneurship Education Network and the International Institute of Family Business Studies. In 2007, he won the inaugural Fudan Outstanding Contribution Award of Management in China. He is also a member of the International Accreditation Advisory Board (IAAB) at AMBA & BGA.

Zhongming received his master's degree in applied psychology at the University of Gothenburg and a PhD degree in industrial psychology from, jointly, Hangzhou University and the University of Gothenburg.



JIANG WEI

► Dean, School of Management, Zhejiang University

Jiang Wei is Dean of the School of Management at Zhejiang University. He is also Professor of Innovation and Strategy at Zhejiang University and was honoured as Chang Jiang Chair Professor by the Chinese Ministry of Education in 2018.

Jiang has been actively involved in several academic positions, such as Member of the National Assessment Committee of the Business Administration Discipline at the Degree Committee of the State Council, and Member of the National Teaching Guidance Committee of the Business Administration Discipline at the Ministry of Education.

He specialises in strategic management and innovation management and has chaired six international research projects, 12 NSFC (National Natural Science Foundation of China) projects, and more than 60 additional provincial research projects.

Jiang has published 17 academic monographs and more than 400 papers in Chinese and/or international academic journals including *JIBS*, *MOR*, *Technovation*, *R&D Management*, *APJM*, *AOM*, and *Management World*. The citation of his research has been at the forefront of domestic management academia for more than a decade.



CHRIS WERT

► Dean for Accreditation and Quality,
De Vinci University

Chris Wert is Dean for Accreditation and Quality at De Vinci University, France, where he manages teams for both international business and engineering accreditations as well as French national accreditation schemes.

A specialist in accreditation and quality assurance, Chris has led a number of Business Schools in France through the AMBA, AACSB, EQUIS, IACBE, and French national accreditation processes.

He has led numerous workshops and seminars on accreditation and in particular on learning outcomes development, measurement, and analysis. He has serviced as an accreditation mentor to many Schools in Europe, the Middle East, and South America. Chris has also served as Co-President of the AACSB European Affinity Group and serves as a peer reviewer for EPAS and the IACBE.

Chris has both French and American nationalities and a PhD from Suffolk University Law School in Boston, Massachusetts, and an undergraduate degree in philosophy from Boston University.



SPEAKER PROFILES.



DAVID WOODS-HALE

► Director of Marketing and Communications, AMBA & BGA

David is Director of Marketing and Communications at AMBA & BGA and is responsible for the management of the magazines, *AMBITION* and *Business Impact*, as well as devising and executing AMBA & BGA's global communications strategy and overseeing its Research and Insight Centre.

Prior to joining AMBA & BGA in 2016, David held a variety of roles in journalism, publishing and marketing, the most recent of which was Creative Director of the marketing agency, Humm Media.

David has written for publications including *PRWeek*, *Employee Benefits*, *Money Marketing*, *HR Magazine*, *Independent Nurse*, *The Guardian*, *Corporate Adviser*, *Management Today*, *The Economist*, *The Bookseller* and *The Independent* as well working on TV productions including *Don't Blame Facebook*. In 2012, he was shortlisted for Business Journalist of the Year, was awarded Career Development Journalist of the Year and HR Journalist of the Year, and was named as one of the 30 journalists to watch under 30.

In 2013, David was invited to launch and edit an international business journal for Duke University (US). He was also Editorial Director for the US and UK at LID Publishing, during which time the company launched more than 20 top 20 best-selling business books, including *Not Knowing* which was named management book of the year by the British Library and the Chartered Management Institute.



STEVEN YUN

► VP of Sales, Keystone Academic Solutions

Steven (Steve) Yun is VP of Sales at Keystone Academic Solutions (Keystone), where he leads an international team of sales professionals who are dedicated to delivering the best online marketing and student recruitment solutions to Business Schools and universities around the world.

A firm believer in continuous learning and improvement, Steve finds motivation by helping make a positive difference in the growth and development of others at Keystone and within the higher education sector.

As an MBA graduate from the University of Technology Sydney and through his industry experience, Steve understands the MBA landscape well, from both a student and institutional perspective.





GRADUATE MANAGEMENT ADMISSION COUNCIL (GMAC®)

The Graduate Management Admission Council (GMAC®) is a mission-driven association of leading graduate Business Schools worldwide.

Founded in 1953, GMAC is committed to creating solutions for Business Schools and candidates to better discover, evaluate and connect with each other. In support of this vision, mission and purpose, GMAC provides world-class research, professional development opportunities and assessments for the graduate

management education industry, designed to advance the art and science of admission.

Subsidiaries of GMAC include UK-based online publishing company, *BusinessBecause*, a content-rich destination that helps students identify right-fit Business Schools during the critical consideration and selection phases of their journey, and The MBA Tour™, which supports Business Schools' global recruiting efforts by organising business education-focused events around the world. GMAC is a global organisation with offices in China, India, Singapore, the UK and the US.

www.gmac.com



ETS GRE

ETS helps advance quality and equity in education by providing fair and valid assessments, research, and related services.

Founded in 1947, ETS serves individuals, educational institutions and government agencies by providing assessments, research and policy studies that address education challenges. ETS develops, administers and scores more than 50 million tests annually – including the GRE® General Test, the TOEFL® and TOEIC® tests, and The Praxis Series® assessments – in more than 180 countries, at more than 9,000 locations worldwide.

The GRE® Program helps Business Schools connect with more than half a million prospective learners from a wide range of backgrounds. Hundreds of business programmes use the ETS® Major Field Test to effectively close the loop of their assurance of learning by measuring the critical knowledge and understanding learners obtain from their associates, bachelor's and MBA curricula.

www.ets.org/gre



CANVAS

The Canvas Learning Management Platform is developed and fully supported by Instructure, a software as a service (SaaS) technology company dedicated to education, learning and employee development. Canvas delivers an open and extensible learning ecosystem that allows institutions to build a digital learning environment that meets the unique challenges they face.

www.instructure.com/canvas/en-gb



BARCO

Barco designs technology to enable bright outcomes around the world. Seeing beyond the image, Barco develops visualisation and collaboration solutions to help you work together, share insights, and wow audiences.

Its focus is on three core markets: enterprise (from meeting and control rooms to corporate spaces), healthcare (from the radiology department to the operating room), and entertainment (from movie theatres to live events and attractions).

In 2020, Barco realised sales of €770 million euros. It has a global team of 3,300 employees, whose passion for technology is captured in 430 granted patents.

www.barco.com/weConnect



KEYSTONE ACADEMIC SOLUTIONS

Keystone Academic Solutions (Keystone) works with more than 1,500 global Business Schools and universities to enhance their international student

recruitment, connecting them directly to potential students.

Keystone understands the unique challenges faced by educators when recruiting students and delivers solutions that empower educators to meet these challenges head-on. It provides institutions with the necessary tools to achieve their enrolment goals, offering:

- Promotion across Keystone's global network of 420+ multilingual websites, including MBAsudies.com and Onlinestudies.com
- Visibility and brand awareness in 33+ languages
- Qualified lead generation and referrals
- Marketing automation software to enhance communication and boost student engagement
- Student recruitment services and application support

www.keystoneacademic.com



PEREGRINE GLOBAL SERVICES

Peregrine Global Services is a globally recognised leader in providing online assessment services, online educational solutions, higher education support services, and

professional development solutions for business and industry.

Peregrine's Global Business Education assessment services are available in a variety of languages, and are customised to the academic programme and designed to address institutional and programmatic accreditation requirements related to quality, accountability and continuous improvement.

Peregrine's educational services include: academic levelling courses; a Business School resource centre; Launch & Learn: online courses and programmes; EvaluSkills: workplace skills assessment; online leadership courses; Write & Cite: an academic writing readiness course; and oneday strategy simulation: an interactive learning experience.

Peregrine Global Services solves accreditation challenges with customised academic solutions to improve the quality of higher education throughout the world. It is your thought partner in higher education. www.peregrineglobal.com

KEYNOTE SPONSORS

KEYNOTE SPONSORS



COURSERA FOR CAMPUS

Coursera is a leading online learning platform for higher education, where more than 77 million learners from around the world come to learn skills of the future.

More than 200 of the world's top universities and industry educators partner with Coursera to offer 4,600+ courses, 500+ specialisations, 1,000+ projects, 45+ professional and MasterTrack certificates, and 25+ degrees.

Coursera for Campus empowers any university and/or Business School to offer high-quality, job-relevant online education to their students, alumni, faculty, and staff.

With Coursera for Campus, higher education institutions can access ready-to-go content from top universities and companies in the world, to complement and support their curricula.

www.coursera.org/campus



INSPERA ASSESSMENT

Inspera Assessment was created to provide test takers with equal opportunities and to enable them to prove their skills in an authentic

way. It empowers universities, awarding organisations, governments, municipalities and schools to deliver secure, standardised tests, open- and-closed-book exams, as well as formative and diagnostics tests.

Inspera Assessment is a secure cloud-based, end-to-end assessment platform that supports your organisation's examination cycle entirely on-screen, from initial question creation to exam delivery and collaborative marking. Along with a wide range of question types, Inspera also supports safe remote exams with advanced monitoring at a time when social distancing is important.

www.inspera.com



VITALSOURCE | INTREPID

VitalSource® has more than 20 years of history powering digital learning globally.

Last year, more than 14 million learners from 241 countries and territories used VitalSource platforms. Intrepid® by VitalSource is a collaborative learning platform that empowers organisations to solve high-stakes business challenges through engaging and applied learning at scale.

Intrepid's approach helps individuals learn and improve, and organisations transform and grow.

www.intrepidlearning.com
www.get.vitalsource.com



ACCREDIBLE

Accredible is an industry-leading digital credentialing platform that securely issues, manages, tracks, and verifies millions of high-stakes credentials across the globe.

Accredible integrates with learning software, including Canvas, D2L Brightspace, Kajabi, Kryterion Webassessor, Moodle, Thinkific, Caveon, and more.

More than 1,000 prominent universities, associations, and technology companies, such as the Cambridge Judge Business School, Google, Skillsoft, UC Berkeley, Slack, Rosetta Stone, University of Cambridge, AMPP, Zendesk, Hootsuite, IEEE, McGraw-Hill, INSEAD, IAPP, and The Digital Marketing Institute rely on Accredible to create, deliver and manage digital certificates and open badges.

Accredible is the only digital credentialing platform with full white-label functionality and a seamless recipient experience, and has the distinction of being the highest-rated enterprise badging solution on third-party review sites, like G2.

www.accreditable.com



CONSTRUCT

Construct's mission is to bridge the gap between education and employment through global access to online social learning. It does this by partnering with universities, employers, publishers, and platforms to deliver world-class learning experiences.

Construct is a values-based, global online programme enablement company that designs and delivers rich learning experiences. These experiences have the power to impact not just knowledge, acquisition, and retention, but also skills, behaviours, and capabilities. Construct accomplishes this through carefully architected interactions with people, intuitive technology, and engaging content.

Construct is a values-based, global online programme enablement company that designs and delivers rich learning experiences. These experiences have the power to impact not just knowledge, acquisition, and retention, but also skills, behaviours, and capabilities. Construct accomplishes this through carefully architected interactions with people, intuitive technology, and engaging content.

It is a UK company with offices in the US, South Africa and the Middle East. Its investment in maintaining a truly global outlook is delivered through offices in London, Salt Lake City and Cape Town. This approach offers round-the-clock interdisciplinary delivery capabilities, cost efficiency, scalability to grow with Business Schools, and access to some of the most cutting-edge talent pools on three continents.

www.constructeducation.com/



INSENDI

Insendi's mission is to enable Business Schools to deliver the very highest standards of online and blended education.

Insendi offers a unique learning experience platform that has been designed by educators for educators, led by the belief that online education should be a pedagogically-rich, human-centred learning journey.

Over the years, Insendi has developed a platform to equip educators with the most innovative tools to build and run high-quality and high-impact online courses.

www.insendi.com



FEEDBACKFRUITS

FeedbackFruits is an edtech company based in Amsterdam, Netherlands, whose purpose is to co-create pedagogical tools that drive student engagement while increasing teacher productivity.

that drive student engagement while increasing teacher productivity.

Together with more than 50 institutions, FeedbackFruits has developed an LMS-integrated tool suite of nine online learning solutions, which encompass a range of learning activities within pedagogical themes such as self and peer assessment, online discussion, and team-based learning.

Its tools are now used by universities and Business Schools worldwide, such as the Wharton School and IE Business School, to create engaging learning experiences. FeedbackFruits has achieved fast international growth, and is currently handling and enhancing more than 3 million learning activities, which are spread over a variety of courses worldwide.

From winning the award for Creative Commons Licensing Integration for EdX to its more recent partnership with Microsoft, the company is getting closer to accomplishing its mission to make every course in the world engaging by driving pedagogical innovation.

www.feedbackfruits.com



DIGIEXAM

DigiExam helps Business Schools and other academic institutions deliver high-stakes tests, on-campus and remotely.

Customers go to DigiExam to avoid problems with security if they don't have time for complex or hard-to-use systems, or if they can't afford to have cancelled exams or lost answers.

Do any of those challenges ring true to you?

www.digixam.com



HIGHER EDUCATION MARKETING

Dedicated exclusively to the education sector, Higher Education Marketing has been a trusted partner of leading global Business Schools, universities, and educational organisations for more than a decade.

It combines digital marketing, CRM, consulting services, and its custom-built student application portal to provide everything Business Schools need to convert more students online.

www.higher-education-marketing.com



PROCTORIO

Proctorio is a comprehensive learning integrity platform with automated solutions for remote online exam invigilation that integrates directly with institutions' learning management systems, ensuring the total academic integrity of every assessment, every time.

With Proctorio, Business Schools can add automated supervision and identity checks with one click to easily conduct secure, in-house online exams, without having to rely on live proctors.

The Proctorio proctoring platform includes various tools, such as identity verification, automated exam supervision, content protection, secure browser settings, computer locking options, plagiarism detection, customisable supervision intensity, and extensive, instant analysis of test-taker behaviour and results.

Since Proctorio's proctoring platform integrates effortlessly with any learning management system, no additional logins are required, and users can access it easily.

The Proctorio platform fulfils all data protection requirements for privacy protection in accordance with current GDPR guidelines, the EU's groundbreaking privacy policy.

www.proctorio.com



KEYPATH EDUCATION EUROPE

For the world's leading universities who want to deliver career-relevant education to more professionals, Keypath Education provides a market-led and tech-focused online education solution.

It sets itself apart from other providers thanks to its global team of education experts who provide a breadth of diversity and data, which allows the organisation to respond quickly to 'future of work' trends. Keypath Education (Keypath) has an unwavering commitment to the student experience, an unrivalled desire to innovate, and a drive to leave a positive mark on the world.

Keypath supports more than 30 university partners and more than 100 online programmes worldwide via its offices and teams in the US, Canada, the UK, and Australia. It supports more than 25,000 online students in over 75 countries. Keypath works in partnership with universities to help them with their online offering, primarily in the areas of:

- Research and programme selection
- Marketing
- Recruitment
- Student support
- Course design

www.keypath.uk.com



EX LIBRIS

Ex Libris helps universities create outstanding native app and portal experiences using its omnichannel platform.

Its platform, campusM delivers a mobile app and portal that helps institutions deliver on their strategic goals and gives their students a one-stop shop for everything they need. Simple to administer, cost effective to implement and always innovative, campusM is the top campus app

for universities looking to revolutionise their digital strategies.

www.exlibrisgroup.com



MBA INTERNATIONAL BUSINESS

MBA International Business is the only academic business publication for Latin America. It publishes articles and interviews on management training, Business Schools and MBA programmes. It has long-standing partnerships with AACSB, EFMD, AMBA, and CLADEA. It is aimed at MBA candidates throughout the Latin American region and has 22

years of uninterrupted circulation in the world.

Each edition of *MBA International Business* includes a Business School guide with relevant information about the top Business Schools in each country.

Additionally, *MBA International Business* has alliances with The MBA Tour, QS World MBA Tour and Access MBA Tour, to distribute the magazine to all MBA candidates who register at MBA fairs held in different countries throughout the region.

www.mbainternationalbusiness.net



MBA-EXCHANGE.COM

With more than 15 years of experience in virtual events, MBA-Exchange.com excels at bringing forward human conversation and connections.

Its technology is designed for virtual career fairs, networking events, and student treks, all equipped with the tools, granularity, statistics, and corporate assistance to facilitate every aspect of the event. In addition to virtual events, MBA-Exchange.com helps MBA students and alumni research and identify the right career opportunities, across industries and geographies, by allowing them to:

- Search jobs, leadership programmes, and employers
- Explore country guides with work permits and country cultures
- Upload their candidate profile and gain visibility among employers
- Engage with employers through online events and MBA competitions

For specialised master's students, the dedicated platform, Careernomics, offers exactly the same services, with the content applicable to their level of experience.

www.mba-exchange.com/candidates/mba-virtual-platforms.php
www.careernomics.com



UNIBUDDY

Unibuddy offers smarter student recruitment for institutions, optimising conversion through seamless integration on their websites to take student ambassadors online.

Headquartered in the UK, Unibuddy supports more than 450 institutions around the world, including global Business Schools. Directly addressing the challenge of the Generation Z demand for rapid, personalised answers from their peers, the platform has led to a significant increase in conversion for its users.

Embedded on your institution's website, Unibuddy informs, engages and converts prospects by taking your student ambassadors online. Based at IDEALondon in the heart of London's Tech City, and with investment from several leading finance and tech providers, Unibuddy is rapidly expanding to meet the needs of higher education partners across the world.

insight.unibuddy.com/AMBA-BGA-Q2-EXTERNAL



UNIMY

Unimy sees culture – and not rankings – as the route to comparing Business Schools, and as the key predictor of student success.

Culture is becoming an increasingly important factor in candidates' School selection. However, prospective students rely on limited and non-objective information.

The MBA Cultural Map from Unimy presents a data-based picture of Business Schools' diversity

without assigning positive or negative value to their unique characteristics. In this way, it provides an alternative to School rankings.

At present, the MBA Cultural Map is based on 4,850 survey responses by students, alumni, and faculty from 115 accredited Business Schools. It describes the life inside a School's community, in terms of its beliefs and behaviours along six basic dimensions.

The MBA Cultural Map is developed by Unimy, an MBA selection platform which is part of Advent Group. Unimy combines nearly 20 years of candidate orientation experience with AI technology to match students and Business Schools.

www.unimy.com



ASSOCIATION
OF
AMBA
S
BE IN BRILLIANT COMPANY



BUSINESS GRADUATES
ASSOCIATION
LEADERS NEVER STOP LEARNING