



ASSOCIATION
OF
AMBA
BE IN BRILLIANT COMPANY



BUSINESS
GRADUATES
ASSOCIATION
LEADERS NEVER STOP LEARNING



AMBA & BGA GLOBAL CONFERENCE 2022

Lisbon, Portugal
15-18 May 2022



PRO GRAM ME.



Headline
Sponsor

salesforce.org

HEADLINE SPONSOR



PARTNERS



EVENT SPONSORS



BLUESKY > EDUCATION



WELCOME.

Welcome to the AMBA & BGA Global Conference 2022.

As we welcome you to our 2022 Global Conference today, it marks three years since we've been able to host a face-to-face global event. A lot has happened in the 36 months since we held our Istanbul conference in May 2019 – and AMBA & BGA has just completed a record year in terms of growth – so I'm looking forward to meeting with you all and taking stock of the challenges we've faced as well as the achievements we've made during this unprecedented time.

This year, however, considering the seemingly insurmountable challenges we are facing – from geopolitical uncertainty and the climate emergency to post-Covid restoration and future-proofing for inevitable future disruptions – 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. As educators and thought leaders we know from theory and practice that the only way to address and alleviate the problems we're facing as an international community, is to do so collaboratively and as a group of like-minded practitioners who share a common aspiration.

With the aforementioned volatility in mind, the themes we're exploring this week include: *future-proofing for a 'new normal'; disruption in business education; diversity, inclusion, social mobility, and equity; the climate emergency and the response needed from Business Schools; lifelong learning and stackable qualifications; Business Schools' impact on communities and societies; economic and geopolitical disruption and their effects on management education; evolving programmes to reflect the future needs of industry; and globalisation and building worldwide partnerships.*

Of course, none of these topics are straightforward to comprehend – nor easy to plan for or address – without a clear and considered strategic direction. They all require careful thought and discussion as well as decisive action. Our conference provides an opportunity, as a global force for good, to consider and address the myriad of issues we're facing collectively.

With that in mind, I would like to take the opportunity to thank our line-up of speakers, our headline sponsor Salesforce.org, and our partners and sponsors, for their insights and support in making this event possible. Please take the opportunity to network with them – and each other – during the event using the interactive tools we've provided.

I stated at the start of this welcome that it's been three years since AMBA & BGA has been able to stage a face-to-face Global Conference and that the past 36 months have driven Schools to innovate and reflect. Now is the time to share these innovations to generate traction together, to make a difference for the benefit of the world. I'm very much looking forward to having some inspirational conversations with you all during the event.

Andrew Main Wilson, CEO, AMBA & BGA



NETWORKING ACTIVITIES.

SUNDAY 15 MAY 2022

► Lisbon city networking tour

Lisbon is one of the oldest cities in the world. Join us as we explore this ancient and majestic cultural hub, and enjoy the chance to network with fellow delegates informally.

We will start with a drive down Avenida da Liberdade, an important boulevard in the city, and renowned for being one of the most expensive shopping streets in Europe.

Our tour will take us on to the iconic Rossio, a beautiful setting that has been one of Lisbon's main squares since the Middle Ages. It has been the site of popular revolts and celebrations, bullfights, and executions – and is now a popular meeting place for Lisbon natives and tourists alike.

We will make our way to the ancient winding maze of streets that make up the Alfama Quarter, which is virtually traffic free, save for the occasional Lisbon tram that might trundle past. Here we will discover the breathtaking Jerónimos Monastery, which was classified as a UNESCO World Heritage Site in 1983.

Our tour will allow you time to relax and enjoy a world-famous Portuguese custard tart – before completing the afternoon with a highlight: taking in views of the Belém Tower and Padrão dos Descobrimentos (Monument to the Discoveries). Belém Tower served as a point of embarkation and disembarkation for Portuguese explorers, and it is often portrayed as a symbol of the Age of Discovery. This makes it a fitting and inspirational sight with which to end our tour and prepare to navigate three days of thought leadership and make fresh discoveries in management education.



MONDAY 16 MAY 2022

► Networking Gala Dinner at SUD Lisboa, in association with Salesforce.org

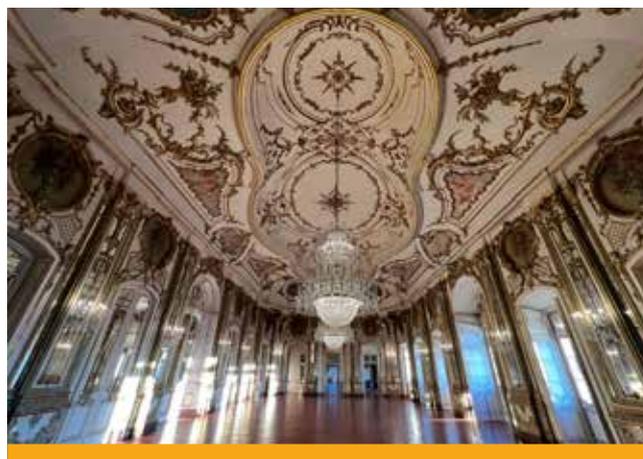
Monday's dinner will be hosted in the chic SUD Lisboa, one of the city's newest 'must-book' venues. The evening will start with a luxury drinks reception on the stunning terrace, overlooking the magnificent Tagus river and the iconic 25th April Bridge.



TUESDAY 17 MAY 2022

► Networking Gala Dinner at the National Palace and Gardens of Queluz

Tuesday's dinner takes place at the magnificent 17th century National Palace and Gardens of Queluz. Queluz Palace represents one of the most remarkable examples of the harmonious link between landscape and palatial architecture in Portugal. The palace's astounding and inspiring banqueting hall will play host to our dinner, where you will be able to enjoy fine wine and dining.





Education Cloud

Elevate learner engagements,
inspire lifelong relationships.



CONFERENCING FORMATS

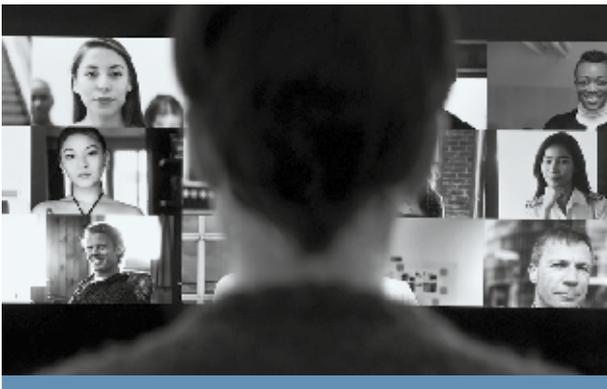
KEYNOTE PRESENTATIONS

Business School leaders and industry experts will share their insights through presentations and interviews.



PANEL DISCUSSIONS

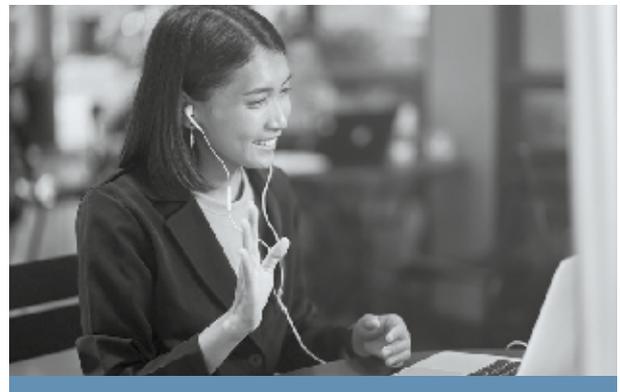
Deans and directors from Business Schools, alongside MBA alumni, employers, campaigners, and other industry experts will join a variety of panel discussions that aim to bring as much opinion, discussion and insight as possible to the AMBA & BGA Global Conference 2022.



MEETINGS

Our conference platform's intuitive AI will help you plan meetings with fellow delegates and speakers, with whom you share common interests.

The platform's agenda planner, meanwhile, will allow you to schedule and tailor the whole event – meetings, sessions, workshops, 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...





High engagement, human-centered hybrid classrooms



Why choose a hybrid classroom?

Hybrid classrooms are technology solutions that enable synchronous learning, with some students connecting virtually and some joining the physical classroom. The advantages are:

- **Attendance flexibility.** According to their preferences or a set schedule, students can join virtually or onsite.
- **Best of both worlds.** Learners enjoy a varied learning path and meet their peers and instructor in person and online.
- **Future-readiness.** Students are prepared to perform and lead in a hybrid working environment with local and remote teams.

Barco weConnect will help your business school deliver bright learning outcomes. Our hybrid classroom solution enables:

- **Seamless, unified sessions.** Students enjoy a similar experience regardless of location, while the instructor does not switch between audiences.
- **Meaningful interaction and high engagement** thanks to features such as multiple content streams and cameras or polls and quizzes.
- **Flexible experiences.** Learners join either onsite or online. If connected remotely, they only require a stable internet connection.



Find out more about hybrid classrooms

www.barco.com/hybridclassroom

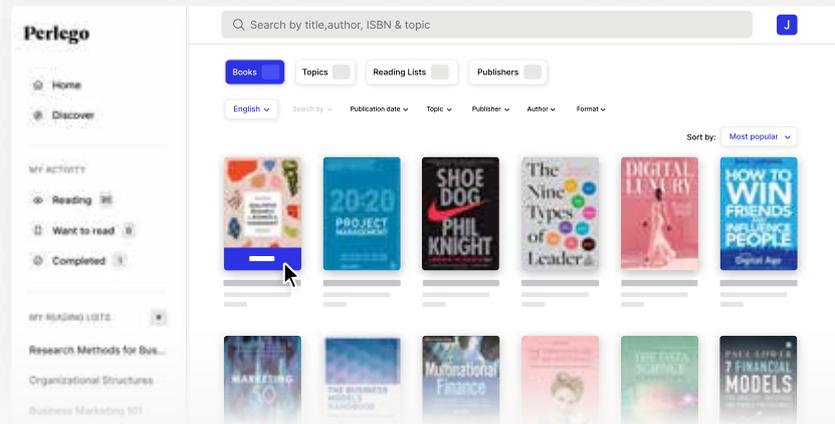
www.barco.com/weconnect

ENABLING BRIGHT OUTCOMES

BARCO

Perlego

A time-tested solution, *revolutionised.*



Over **850,000 non-fiction books** in one simple subscription

www.perlego.com



Digital assessment is about more than simply going paperless.

With WISEflow, we help educational institutions advance students' learning, streamline processes and transform education.

Take the leap. We'll provide the solid ground.



Accessible



**Robust
& Scalable**



Authentic



Secure



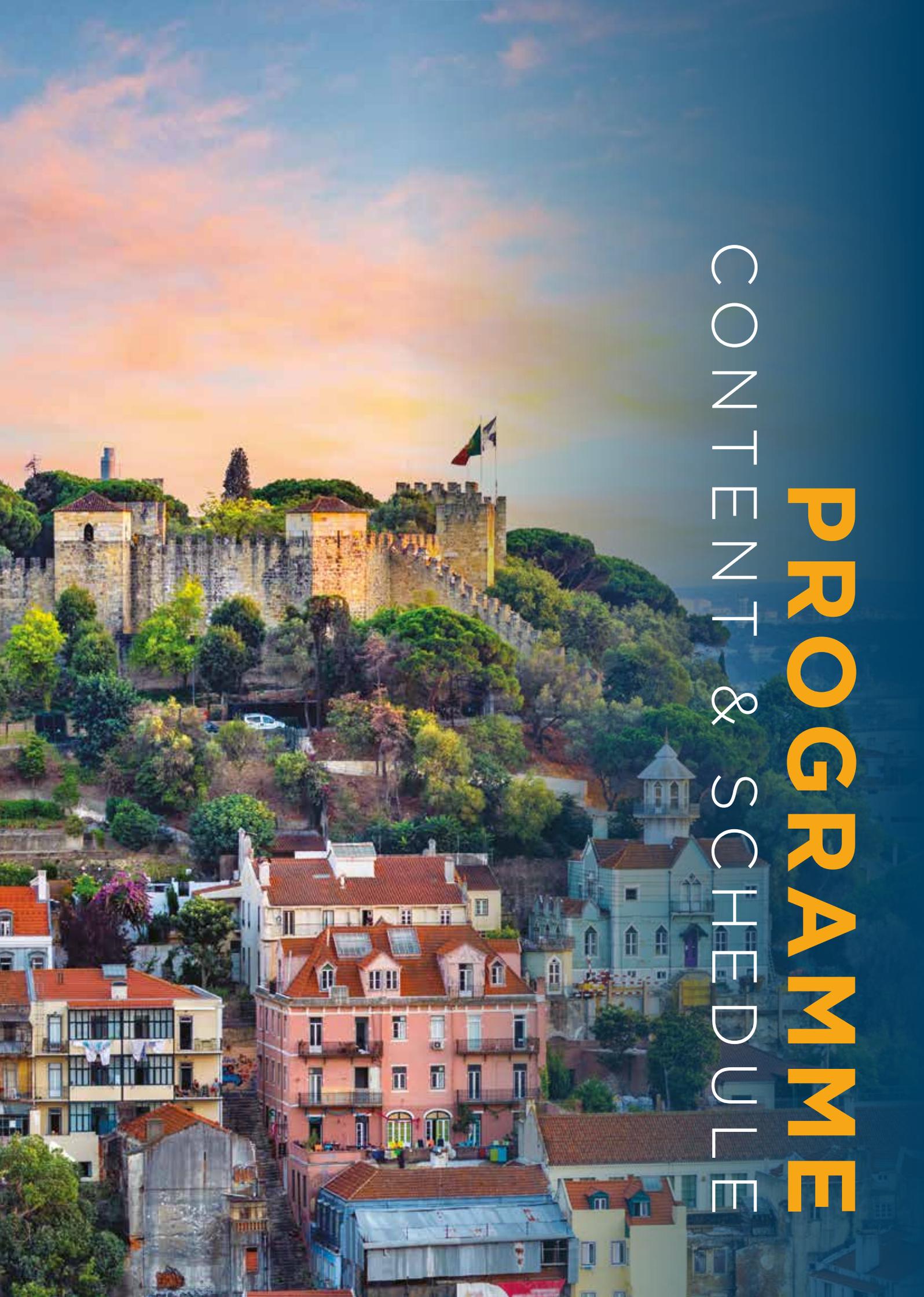
Efficient



Engaging

Come and see us in the exhibition hall to find out more.

Or visit our website: uniwise.co.uk



PROGRAMME

CONTENT & SCHEDULE



Solutions for Improving Business School and Learner Success

Stop by our table to learn how ETS's assessments and recruitment tools can benefit you. And don't miss our session, "She works hard for the money: increasing the representation of women across business and academia."

Learn more at: ets.org/gre/business



Copyright © 2022 by ETS. All rights reserved. ETS, the ETS logo, and GRE are registered trademarks of ETS in the United States and other countries. All other trademarks are the property of their respective owners.



Boost access to learning for every MBA student

 **Cengage**
Unlimited for Institutions

Unlimited Access to eTextbooks and Digital Products
Access to thousands of digital learning resources

Wide Range of Subject Areas
From accounting, finance and economics to leadership, organisational development and entrepreneurship

Quality Content
Comprehensive, up-to-date content from renowned authors including global coverage and real-world cases

Flexible Learning Content
To support your MBA programme whether it's delivered full-time or part-time, through classroom, online or blended learning



cengage.co.uk/MBA

PROGRAMME

CONTENT & SCHEDULE

MONDAY 16 MAY

<p>Registration and networking lunch</p>	<p>12.00 – 13.00</p>
<p>Conference overview and welcome</p>	<p>13.00 – 13.15</p> <p>SPEAKERS</p> <p>Andrew Main Wilson CEO, AMBA & BGA</p> <p>Bodo Schlegelmilch Chair, AMBA & BGA, and Head of the Institute for International Marketing Management, WU Vienna</p> <p>Geshri Gunasekera Vice President of Industry Marketing, Education Cloud, Salesforce.org</p>
<p>KEYNOTE 1: The role of Business Schools in shaping the future – what are the system changes that need to happen?</p> <p>Runaway climate change and rampant inequality are ravaging the world. Who will lead us to a better future?</p> <p>These massive challenges – and shifts, such as pandemics, resource pressures, and shrinking biodiversity – threaten our existence. Megatrends, such as the push for a clean economy and the unprecedented focus on diversity and inclusion, offer exciting opportunities to heal the world and prosper. But government cannot do this alone and business must step up.</p> <p>Paul Polman, co-author of <i>Net Positive</i>, will discuss how Schools can profit from fixing the world’s problems together instead of creating them; and expand on what it means to be Net Positive.</p>	<p>13.15 – 13.45</p> <p>SPEAKERS</p> <p>Andrew Main Wilson CEO, AMBA & BGA</p> <p>Paul Polman Former CEO, Unilever (2009-2019), and co-author of <i>Net Positive</i></p>

PROGRAMME

CONTENT & SCHEDULE

KEYNOTE 2: The innovation cycle – uncertainty, disruption, remoteness, and the pandemic. What can we learn from this unique period in time?

This session will bring together leaders 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; evolving programmes and course delivery to reflect changing needs of students and the future needs of employers; and they will outline their own predictions for a post-Covid-19 scenario in terms of how Business Schools must future-proof themselves for a 'new normal' and continuing volatility.

13.45 – 14.25

SPEAKERS

Sherif Kamel
Dean, School of Business,
The American University
in Cairo

Małgorzata Gawrycka
Dean, Faculty of
Management and
Economics, Gdańsk
University of Technology

Matthew Thomas
Director of MBA
Programmes, Birmingham
Business School, University
of Birmingham

Filipe Santos
Dean, Católica Lisbon
School of Business and
Economics

KEYNOTE 3: The future of business education – how to enable flexible learning

The future of business education is flexible: untied to a specific place, a particular timing, or a strict format. Flexibility is mandatory in an environment that will soon become dominated by digital natives who are partial to virtualised, on-demand learning experiences, and who must be ready for a hybrid working world. Not to mention the working adult learners that need to upskill or reskill while juggling multiple responsibilities. So how can flexibility be enabled?

Learn more about flexible learning and other business education trends during a talk that will be full of practical tips and case studies.

14.25 – 14.55

SPEAKERS

Simone Hammer
Global Head of Marketing,
weConnect, Barco

Networking and refreshment break

14.55 – 15.15

PROGRAMME

CONTENT & SCHEDULE

BREAKOUT 1: Lifelong learning and emerging skills – how to partner with industry to ensure students are skilled for the future and motivated to learn

As the world transitions into a post-pandemic era, three factors have remained very relevant in higher education:

1. The need for a clear and long-term digital strategy.
2. The need for a digital-forward, agile structure that can adapt to a skills-focused market economy - oriented towards employment services.
3. The need to offer flexibility, personalisation and choice.

Join us to explore these topics in our interactive workshop with Coursera.

15.15 – 15.55

SPEAKERS

George Nikachev

Director of Partnerships, Coursera for Campus

Carlos Salgado

University Partnerships Manager, Coursera for Campus

BREAKOUT 2: The rise of the Metaverse – are you prepared for a 3D virtual world?

The metaverse is an immersive 3D virtual world that mirrors our world and will replace the 2D searched based internet. According to *Forbes*, the metaverse will totally change the way we live, learn, earn, and connect.

Right now, we are on the brink of another pivotal moment in tech history, the next frontier in online interaction. Something bigger than the internet is coming and it will end the internet as we know it.

Imagine a world like our real world, but one where you can meet, shop, go to school, play games, be creative, be whoever you want to be, all while teleporting and time travelling to wherever you want to go. This is the metaverse.

In this session, Roger James Hamilton will take us back to 1995 when the internet was just beginning and before it gave birth to the world's largest companies. Roger will dive into how the gaming world is leading the way into a new 3D metaverse and will outline the key trends that are shaping our future.

15.15 – 15.55

SPEAKER

Roger James Hamilton

World-renowned futurist, *New York Times* bestselling author and Co-Founder of Genius School

PROGRAMME

CONTENT & SCHEDULE

KEYNOTE 4: Urgent action needed – how Business Schools can lead the way in developing responsible, diverse, leaders of the future, and the tools needed for the challenge ahead

Business Schools play a vital role in preparing students for future employment; by giving them the tools and skills needed to succeed in their professional lives. While this is a key component to improving the future and building greater awareness of responsible management, CSR and sustainability. Ultimately, the responsibility for leading the way by trendsetting, innovating, evolving to the needs of our planet and developing leaders of the future lies with Business Schools.

In this session, the panel will outline the main issues surrounding CSR, climate change and sustainability, and discuss how as a global community of business educators, we need to act collectively, and quickly to develop future-proof leaders.

16.00 – 16.40

SPEAKERS

Bodo Schlegelmilch

Chair, AMBA & BGA, and Head of the Institute for International Marketing Management, WU Vienna

Josep Franch

Dean, ESADE Business School, Ramon Llull University, and board member, AMBA & BGA

Himanshu Rai

Director, Indian Institute of Management Indore

Clara Raposo

Dean, ISEG Lisbon School of Economics and Management

Networking gala dinner at SUD Lisboa in association with Salesforce.org.

19.00 – 22.30

PROGRAMME

CONTENT & SCHEDULE

TUESDAY 17 MAY

<p>KEYNOTE 5: AMBA & BGA activity update and strategy presentation</p> <p>Discover some of the past year's most impressive ideas in management education with AMBA & BGA's CEO and hear his thoughts on key market trends for the next five years.</p> <p>This session will also provide delegates with an update on AMBA & BGA's current performance and plans for the future, as well as looking at its positioning in key international markets.</p>	<p>SPEAKER</p> <p>Andrew Main Wilson CEO, AMBA & BGA</p> <p>09.00 – 09.30</p>
<p>KEYNOTE 6: The quest for student wellbeing</p> <p>For all Business Schools, wellbeing of both students and personnel has been at the epicentre of what we have focused on during the last two years of the pandemic. Wellbeing has never been so challenged, nor have we seen so many dramatic changes which have forced students and staff to work remotely and move to an online world.</p> <p>This session will investigate how student wellbeing and Business Schools confronted the challenges posed by the pandemic. We will explore the challenges likely to arise in the future and how best to prepare for the unknown. Finally, we will address the needs of the students and why putting student wellbeing at the core of any Business School agenda is a recipe for success.</p>	<p>SPEAKER</p> <p>Karen Spens Rector, Hanken School of Economics</p> <p>09.30 – 10.00</p>
<p>KEYNOTE 7: How using a dedicated digital assessment platform benefits teachers and learners alike</p> <p>In recent years, institutions globally have implemented innovative technologies to meet the needs of staff and students in an increasingly digital world. As we look to 2022 and beyond, many institutions are reviewing the technology they use and considering which solutions provide the most value now and in the future. Join Inspera to learn how institutions around the world are benefiting from using dedicated digital platforms to manage their assessment ecosystem.</p> <p>In this session, you will learn how digital assessment offers a better student experience; how using a digital assessment platform gives institutions greater flexibility; how institutions can implement more efficient assessment processes; and tools and methods that can generate a culture of innovation.</p>	<p>SPEAKER</p> <p>Harvey Tayman Key Account Manager, Inspera</p> <p>10.00 – 10.30</p>
<p>Networking and refreshment break</p>	<p>10.30 – 10.50</p>

PROGRAMME

CONTENT & SCHEDULE

KEYNOTE 8: Business education in the age of global fragmentation

For decades, Business Schools have benefited from an increasingly globalised economy. The core philosophy underpinning MBA programmes was to create a global community of well-trained, well-connected, and responsible managers who would seamlessly succeed across cultures and borders.

However, the age of globalisation might be waning. As businesses navigate a fragmenting world economy, business leaders find themselves at a critical juncture.

Global integration is giving way to regionalisation. Great-power politics are making a comeback and a potentially massive long-term impact on global supply chains seems probable. Free trade is routinely undermined by active industrial policies. Major economies around the world continue to introduce varied regulations on data protection, sustainable investments, and responsible supply chains (among others), thereby changing how businesses are financed and managed fundamentally.

These developments raise vital questions about the strategy and structure of MBA programmes. How should these questions be addressed in the coming age of global fragmentation?

10.50 – 11.20

SPEAKER

Nils Stieglitz
President and Managing Director, Frankfurt School of Finance and Management

BREAKOUT 3: The future of graduate management education

The relevance and legitimacy of graduate management education are being questioned as the world grapples with constant, unprecedented disruption and change.

To get a sense of what the future holds for graduate management education, GMAC interviewed Deans and changemakers from leading Business Schools in Europe. They shared their insights and predictions on what it will take for Schools to survive and thrive in this uncertain world.

Join this interactive session to learn and discuss these challenges and actions based on the findings from the study.

BREAKOUT 4: AMBA & BGA membership – an executive toolkit

The workplace of tomorrow will place high demands on business graduates and competition for roles is fierce, but AMBA & BGA membership exists to support them to be future ready. In this session, the AMBA & BGA membership team will showcase the benefits of our student and graduate membership – and how it can help your Business School by giving your students a competitive edge.

The session will cover how we can engage your current students and recent graduates to be prepared and employable using a wealth of free resources; how we can help your alumni ensure they retain their competitive edge throughout their careers; and how AMBA & BGA membership can support your School by integrating our services into your existing offers, seamlessly and effectively.

11.25 – 12.05

SPEAKERS

Nalisha Patel
Regional Director, Europe, GMAC

Sara Strafino
Senior Market Development Manager, GMAC

11.25 – 12.05

SPEAKER

Ben Maheson
BGA Membership and Account Manager,
AMBA & BGA

PROGRAMME

CONTENT & SCHEDULE

KEYNOTE 9: Transformation and the emerging business model shift in business education

Business Schools are on the precipice of change. While many institutions are already undergoing a transformation and embracing a model shift, we know change is constant. In March 2022, we surveyed 150 leaders to understand their attitudes, thoughts, and perceptions on user experience, personalisation, online learning and micro-credentials. We found 80% of Business School leaders surveyed believe that their institution is under pressure to change their value proposition and business model.

What strategies are institutions employing to identify their priorities and stay on top of them? How are business education leaders remaining relevant, competitive, and agile? This session will reveal significant findings and analysis to further elevate learning engagements and inspire lifelong relationships.

12.10 – 12.40

SPEAKER

Geshri Gunasekera

Vice President of Industry Marketing, Education Cloud, Salesforce.org

Networking lunch

12.40 – 13.40

KEYNOTE 10: Are brain computer interfaces and neurotechnology going to change the world?

What are brain computer interfaces and neurotechnology? How are they changing the world and what applications might they have for business and management education?

For many years, the human brain has been largely unexplored, and only in the 21st century has science truly begun to progress far enough into the field of neuroscience for effective neurotechnologies to begin to develop and take shape.

In this session, María López Valdes will showcase how Bitbrain is researching and developing state-of-the-art neurotech and brain-computer interfaces and explain the risks and promises these advancements are bringing to our future, for society and business.

13.40 – 14.10

SPEAKER

María López Valdes

Co-Founder and CEO, Bitbrain

PROGRAMME

CONTENT & SCHEDULE

BREAKOUT 5: She works hard for the money – increasing the representation of women across business and academia

Singer, Donna Summer, penned the lyric ‘she works hard for the money’ in 1983, and despite many societal advancements since, little progress has been made in the representation of women across most professional fields, including academia, especially at the leadership levels.

In this session, you’ll see data from ETS and other sources about the drop-off in women’s career progression, hear women’s triumphant journeys, and discuss practical steps to put in place to encourage women to stay the course regardless of their paths in academia or industry.

BREAKOUT 6: Developing strategic partnerships and meaningful alliances – ways to explore multiple networks and understand employers’ needs

There is a fundamental need for Business Schools to strike the balance between theoretical and practical approaches in contemporary learning paths – both for students and employers.

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

In this session, our speakers will discuss how they have collaborated and developed new partnerships over recent years and outline the framework needed for the future of business education through global collaboration, alliances, and worldwide partnerships.

14.15 – 14.55

SPEAKERS

Maria Kirilova

Client Relations Manager, ETS Global

Céline Davesne

Associate Dean for Programmes and International Affairs, NEOMA Business School

Pauline Parker

Director of MBA and Executive Education Portfolio, Kingston University

14.15 – 14.55

SPEAKERS

Emmanuel Métais

Dean, EDHEC Business School

Yvonne Beach

Associate Dean, Sheffield University Management School

Goran Milenković

Academic Director, Antwerp Management School

Networking and refreshment break

14:55 – 15:15

PROGRAMME

CONTENT & SCHEDULE

BREAKOUT 7: Survive... or thrive? **How the student voice can deliver transformational business and management education**

In this interactive and engaging session, delegates will be challenged to consider the 'art of the possible' as they learn how Business Schools gather and use student feedback to improve teaching and learning.

The discussion will include strategies underpinning student insight, approaches to capturing and responding to the insights, and how this feedback can support the evolution of business and management education.

15.15 – 15.55

SPEAKER

Stephanie Klein
Principal Consultant, Explorance

BREAKOUT 8: AMBA & BGA joint accreditation

The Business Graduates Association (BGA) is AMBA's most significant new product launch in more than 30 years. Learn about BGA's membership, validation and accreditation opportunities and criteria, as well as how you can attain BGA accreditation for your entire Business School at the same time as your next AMBA accreditation.

15.15 – 15.55

SPEAKER

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

KEYNOTE 11: Diversity and inclusion – questions and lessons from business education in emerging economies

Most Business Schools around the world were created in the image of the first Business Schools in the US, but they have evolved following international trends and the influence of local contexts. International trends have given Schools a sense of homogeneity, while local contexts have given them specific identities.

Current debates about diversity and inclusion pose challenges for Business Schools in terms of research, education, admissions, and policies, with Schools addressing these issues in different ways, but there are still great challenges.

Business education in emerging economies has valuable lessons for thinking through these issues from a global perspective, and offers insights into the challenges of developing truly inclusive educational environments for future business leaders.

Cristina Vélez Valencia will present lessons and questions derived from Universidad EAFIT's experience in tackling this discussion in the context of Medellín's current reality and challenging past, an unconventional set of circumstances that is relevant for Schools thinking about diversity and inclusion.

16.00 – 16.30

SPEAKER

Cristina Vélez Valencia
Dean, School of Business and Management, Universidad EAFIT

PROGRAMME

CONTENT & SCHEDULE

<p>KEYNOTE 12: Strategy, implementation and reflection – are the MBA programmes we are designing staying ahead in the business world and tailored to our student’s needs?</p> <p>An MBA has long been considered an internationally recognised passport to a successful management career.</p> <p>Designed to broaden horizons and build on strengths, the MBA considers all the major aspects of business. But, in a world that is constantly disrupted by a barrage of external digital, geopolitical and environment forces, coupled with a complex recruitment market – the MBA is under intense pressure to maintain its position as the world-leading business qualification.</p> <p>This panel will discuss this perspective on the basis of current evidence and will address the role of MBA programmes and Business Schools in meeting the challenges of the future.</p>	<p style="text-align: right;">16.30 – 17.10</p> <p>SPEAKERS</p> <p>Wendy Loretto Dean, University of Edinburgh Business School</p> <p>Maria José Amich Executive Director, The Lisbon MBA Católica Nova</p> <p>Céline Davesne Associate Dean for Programmes and International Affairs, NEOMA Business School</p> <p>Paolo Taticchi Deputy Director, MBA and Global Engagement, UCL School of Management</p>
<p>Networking gala dinner at the National Palace and Gardens of Queluz</p>	<p style="text-align: center;">19.00 – 22.30</p>

PROGRAMME

CONTENT & SCHEDULE

WEDNESDAY 18 MAY

Certificate celebration for newly accredited Schools, re-accredited Schools and Milestone Awards

08.45 – 09.20

SPEAKERS

Steeff van de Velde
Professor of Operations Management and Technology, Rotterdam School of Management, Erasmus University (RSM), Board member, AMBA & BGA

KEYNOTE 13: Impact through differentiation

Differentiation and honing into a Business School's strengths have become essential strategies as the competitive landscape has grown ever more global following the Covid-19 pandemic. As such, many Schools may need to go back to the drawing board to examine their unique selling points and strategic objectives to offer something of value to their stakeholders. Through differentiating aspects such as goals, programme offerings, and connections, Schools can begin to have a real impact on stakeholders.

This session will invite three deans to share what steps they've taken to differentiate from the rest of the market, and the resulting impact on their primary stakeholders.

09.20 – 10.00

SPEAKERS

Victor Hedenberg
Business Development Manager, AMBA & BGA

Rodrigo Cintra
Chief International Officer, Escola Superior de Propaganda e Marketing (ESPM)

Nilanjan Sen
Dean, School of Business, University at Albany, State University of New York

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

PROGRAMME

CONTENT & SCHEDULE

BREAKOUT 9: Optimising the educational environment to drive lifelong learning and build high-performance habits

What do successful entrepreneurs and public figures – such as Bill Gates, Warren Buffet and Oprah Winfrey – all have in common?

They all read. A lot.

If reading is the most powerful educational tool, then sharing knowledge has helped to unlock the success of the world's greatest minds. However, until today, learning resources have remained expensive and frustrating to access while ideas have been difficult to share.

In this session, we will combine insights from the audience with Perlego's experience to explore how we can form lifelong learning habits to drive success and inspire a new generation of business leaders.

BREAKOUT 10: AMBA & BGA beyond accreditation – research and insight

Join a conversational discussion about making the most out of the research and insight AMBA & BGA can provide. This session will delve into some of the key findings from AMBA & BGA's research projects and give you the opportunity to have your say on future projects that would provide the most value for you, your Business School and the careers of your students and graduates.

For those who are already part of the BGA network or thinking of joining, this breakout will also showcase BGA's complimentary marketing support, including opportunities to collaborate with Impact Trailblazer, a research-sharing initiative or feature in our international magazine, *Business Impact*.

These activities can help you be seen by thousands of academics, relevant business professionals, and those interested in what you and your School have to share.

You can also learn about AMBA's Beyond Accreditation service and unleash our expertise for your Business School in marketing and PR support, thought leadership and charitable activities.

10.05 – 10.45

SPEAKERS

Ryan Borgesius

Vice President of Sales, Perlego

Alberta Fumagalli Romario

Business Development Manager, Perlego

Luke Pennington

Business Development Manager, Perlego

10.05 – 10.45

SPEAKERS

Ellen Buchan

Insight and Communications Executive, AMBA & BGA

Shareen Pennington

Senior Marketing Executive, AMBA & BGA

Networking and refreshment break

10.45 – 11.05

PROGRAMME

CONTENT & SCHEDULE

BREAKOUT 11: MBAs for the fourth industrial revolution – contemporary solutions in an ever-changing world

The world of today is radically different to even 10 years ago, with major technological advancements, societal shifts and the global forces of climate and demographic change changing the face of business and education. A modern MBA therefore deserves a modern solution.

Technology has the potential to revolutionise MBA study not only in pedagogical terms but also through its accessibility, opening up new markets and segments for Business Schools to reach into and widening participation among previously unserved communities. Discover how you could expand your MBA programme for maximum impact for your Business School and society.

11.05 – 11.45

SPEAKER

Laura Pacey
Product Director, McGraw Hill

BREAKOUT 12: Engaging alumni with 'lifewide' learning

'Lifewide' learners are motivated to learn and develop because they want to better themselves continuously, and this mindset needs to be acknowledged by education providers. So how do we – as Business School leaders – provide lifelong learning to our students and community?

This session will look at the needs and preferences of today's lifelong learners and will seek to explore strategies and opportunities for Business Schools that are reinventing teaching and learning among students, graduates, and alumni networks, and in their custom and executive education offerings.

11.05 – 11.45

SPEAKERS

Ben Maheson
BGA Membership and Account Manager,
AMBA & BGA

Pedro Fontes Falcão
INDEG-ISCTE Executive Education, Instituto
Universitário de Lisboa (ISCTE)

Cristina Sambrook
Director of the Executive MBA, Birmingham Business
School, University of Birmingham

PROGRAMME

CONTENT & SCHEDULE

<p>KEYNOTE 14: An informative guide to the new, updated AMBA accreditation criteria</p> <p>In this session, Steef van de Velde and Mark Stoddard will outline updates to the new AMBA accreditation criteria and answer any questions you may have about these changes.</p>	<p style="text-align: right;">11:50 – 12:30</p> <p>SPEAKERS</p> <p>Mark Stoddard Director of Accreditation and Director of BGA Services, AMBA & BGA</p> <p>Steef van de Velde, Professor of Operation Management and Technology, Rotterdam School of Management, Erasmus University (RSM), Board member, AMBA & BGA</p>
<p>AMBA & BGA Global Conference 2022: closing remarks</p>	<p style="text-align: right;">12:30 – 12:40</p> <p>SPEAKERS</p> <p>Andrew Main Wilson CEO, AMBA & BGA</p>
<p>Networking lunch</p>	<p style="text-align: right;">12:45 – 1:45</p>

The Future of

Graduate Management Education

Graduate
Management
Admission
Council™

The must-read report on the future of the industry and how best to prepare for it.

Download your copy at
gmac.com/future-of-gme



ExLibris
campusM

The App that Delivers a
Personalised and Impactful
Student Experience



Deliver real-time
and tailored
communications



Improve
student
wellbeing



Increase
student
retention



www.exlibrisgroup.com

ANDREW MAIN WILSON

► CEO, AMBA & BGA

Andrew is Chief Executive of AMBA & BGA. AMBA accredits 291 Business Schools in 75 countries and provides membership to over 60,000 MBA students and graduates in 150 countries.

BGA, launched in January 2019, is the organisation's most significant launch in more than 50 years and over 200 Business Schools have joined BGA in just over three years.

Andrew was Chairman of United Nations PRME (Principles for Responsible Management Education) for three years, from 2016 to 2018. He 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 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 also 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 USA.



BODO B SCHLEGELMILCH

► Chair, AMBA & BGA, and Head of the Institute for International Marketing Management, WU Vienna

Bodo B. Schlegelmilch is Chair of AMBA and BGA and heads the Institute for International Marketing Management at WU Vienna. For more than 10 years, he served as founding Dean of the WU Executive Academy. He also founded the Vienna Executive MBA, a cooperation with the University of Minnesota, and led the programme into the *Financial Times* Top 50 Global Executive MBAs.

Starting at Deutsche Bank and Procter & Gamble, he continued his career at the University of Edinburgh and the University of California, Berkeley. Tenured Professorships at the University of Wales, UK (British Rail Chair of Marketing) and at Thunderbird School of Global Management, USA (Head of Marketing Section) followed. To date, he taught in more than 30 countries on six continents, mainly in executive programmes.

Bodo received numerous awards and fellowships for his teaching and research, such as from the Academy of International Business, the Academy of Marketing Science, the American Marketing Association and the Chartered Institute of Marketing. He heads, and is member of, advisory boards of European (UK, Cyprus, Hungary) and Asian (China, Thailand) universities and Business Schools.

His research interests span from international marketing strategy to CSR, and his work has been published in leading academic journals, such as the *Strategic Management Journal*, *Journal of International Business Studies* and *Journal of the Academy of Marketing Science*. In addition to some 150 journal papers, he also published more than 10 books in English, Chinese (Mandarin) and German.

Initially educated in Germany, he obtained two doctorates (in International Marketing Strategy and CSR) from the University of Manchester (UK), and an honorary Ph.D. from Thammasat University (Thailand).





MARIA JOSÉ AMICH

► Executive Director, The Lisbon MBA Católica | Nova

Maria José Amich is the Executive Director of the Lisbon MBA Católica | Nova, a joint venture between Católica Lisbon School of Business and Economics and Nova School of Business and Economics in Portugal, in collaboration with MIT Sloan School of Management.

Previously, Maria José held several leadership positions in media, consulting, FMCG and retail, including the roles of Managing Director at both Impresa Publishing and Summa Branding Consulting, and Marketing and Sales Director for the Kellogg Company.

Maria José is also the Founder of WomenWinWin, a non-profit association supporting female entrepreneurs. She holds a bachelor's degree in economics from Université de Genève, Switzerland, and an MBA from IESE Business School, Spain.

YVONNE BEACH

► Associate Dean, Sheffield University Management School

Yvonne Beach is Associate Dean for Internationalisation and Accreditation at Sheffield University Management School, UK, where she is responsible for the development of the School's internationalisation strategy and its triple-crown accreditation.

Yvonne has significant experience as a senior project manager, delivering strategic projects and managing a portfolio of both continuous improvement and organisational change projects.



RYAN BORGESIUS

► Vice President of Sales, Perlego

Ryan Borgesius is Vice President of Sales at Perlego.

As one of its founding members, Ryan leads the academic partnerships team and is responsible for Perlego's growth across multiple Business Schools around the world.

ELLEN BUCHAN

► Insight and Communications Executive, AMBA & BGA

Ellen Buchan is Insight and Communications Executive at AMBA & BGA, currently undertaking a secondment as Conference Producer.

At AMBA & BGA, Ellen is responsible for research projects and has worked on titles that include the annual *AMBA Application and Enrolment Report*, the *AMBA & BGA Education Technology Report*, and the *AMBA & BGA International Climate Change Report*. Alongside research, Ellen oversees public relations, social media and is a co-host of The AMBITION Podcast.

Prior to joining AMBA & BGA, Ellen gained an honours degree in modern history and management at the University of St Andrews.



RODRIGO CINTRA

► Chief International Officer, Escola Superior de Propaganda e Marketing (ESPM)

Rodrigo Cintra is the Chief International Officer and a member of the Executive Board at Escola Superior de Propaganda e Marketing (ESPM) Brazil. He is also Full Professor of International Negotiation for the School's undergraduate and MBA programmes.

Previously, Rodrigo held several academic roles at ESPM, including Chief of Department (International Relations), Director of the International Relations Undergraduate Programme and Dean of Undergraduate Studies.

Rodrigo holds a post-doctorate in territorial competitiveness and creative industries from Dinâmia (ISCTE, Portugal) and a PhD in international relations from the University of Brasília (Brazil).



CÉLINE DAVESNE

► Associate Dean for Programmes and International Affairs, NEOMA Business School

Céline Davesne is Associate Dean for Programmes and International Affairs at NEOMA Business School.

First recruited as an Associate Professor, Céline has now been working in leadership and management positions for the past 10 years at NEOMA Business School. Her previous roles include Associate Dean for Faculty and Head of the Languages, Cultures and Society Department.

Céline is heavily involved in the internationalisation of NEOMA Business School and has always been interested in the role and place of intercultural management, diversity, and languages in organisations.



PEDRO FONTES FALCÃO

► Executive MBA Director, INDEG-ISCTE Executive Education, Instituto Universitário de Lisboa (ISCTE)

Pedro Fontes Falcão is the Director of the Executive MBA at ISCTE Executive Education, INDEG-ISCTE Executive Education, Instituto Universitário de Lisboa (ISCTE) in Portugal.

Previously, he was ISCTE Business School's Associate Dean for Accreditations. His research interests are in negotiation, stakeholder management and corporate governance.

Pedro graduated in business administration from Católica Lisbon, did his MBA at Harvard Business School and his PhD at ISCTE Business School.



JOSEP FRANCH

► Dean, ESADE Business School, Ramon Llull University

Josep Franch has been the Dean of ESADE Business School (ESADE) Ramon Llull University, Spain, since 2014, where he is also an Associate Professor in Marketing. He is a board member at AMBA & BGA. At ESADE, Josep leads a faculty body of 135 permanent faculty members organised into six academic departments and 10 institutes and research groups.



ALBERTA FUMAGALLI ROMARIO

► Business Development Manager, Perlego

Alberta Fumagalli Romario is a Business Development Manager at Perlego. Alberta works in the academic partnerships team at Perlego to help Business Schools improve the access to educational resources and learning experience they provide to students and faculty.



MAŁGORZATA GAWRYCKA

► Dean, Faculty of Management and Economics, Gdańsk University of Technology,

Małgorzata Gawrycka is Dean of the Faculty of Management and Economics at Gdańsk University of Technology. Her research interests focus on issues of the labour market, demographic changes and their impact on the labour market and economic policy, and she has authored more than 90 scientific papers. Małgorzata graduated from the Faculty of Management at the University of Gdańsk, with a doctorate in economic sciences.



GESHRI GUNASEKERA

► Vice President of Industry Marketing, Education Cloud, Salesforce.org

Geshri Gunasekera is Vice President of Education Industry Marketing on the Education Cloud team at Salesforce.org.

She leans on more than a decade's experience of working in education technology to understand how Salesforce can partner with universities to achieve their strategic objectives.

Geshri holds a BA from Williams College and an MBA from the University of Chicago Booth School of Business.



ROGER JAMES HAMILTON

► World-renowned futurist, *New York Times* bestselling author and Co-Founder of Genius School

Roger James Hamilton is a world-renowned futurist, *New York Times* bestselling author and Co-Founder of Genius School.

Genius School is a virtual school providing a full curriculum designed to nurture entrepreneurs, artists, changemakers and global citizens. Roger is also Founder and CEO of Genius Group, a multi-million-dollar group of companies leading the entrepreneur movement.



SIMONE HAMMER

► Global Head of Marketing, weConnect, Barco

Simone Hammer is Global Head of Marketing at weConnect, Barco. She is a trilingual Austrian with extensive experience in business creation and management, marketing, communications, digital, and content strategy, having lived in several countries and always worked in international environments. Following 15 years with GE Healthcare, she obtained her EMBA with HEC Paris and created her own startup, in the education sector. After this, Simone joined Barco, bringing her hands-on experience in education and pedagogy together with her competencies from the corporate world.



SPEAKER PROFILES

VICTOR HEDENBERG

► Business Development Manager, AMBA & BGA

Victor Hedenberg is the Business Development Manager for the Business Graduates Association (BGA) at AMBA & BGA, with responsibility for growing the BGA network, improving its membership and accreditation services, and managing BGA-related projects.

Victor joined AMBA & BGA in 2016 and has since focused on the AMBA Development Network (ADN), a platform for institutions seeking AMBA accreditation support, as well as informing the development of the current BGA service and accreditation offering, together with the AMBA & BGA accreditation team.



SHERIF KAMEL

► Dean and Professor of Management, School of Business, the American University in Cairo



Sherif Kamel is a Professor of Management and Dean of the School of Business at the American University in Cairo (AUC). He is also a board member at AMBA & BGA.

Previously, he served as Senior Advisor for Strategic Planning to the President and Vice President for Information Management at AUC. Before joining AUC, he was Director of the Regional Information Technology Institute.

Sherif is an Eisenhower Fellow. He holds a PhD in information systems from the London School of Economics and Political Science (LSE), as well as an MBA, a bachelor's in business administration, and a master's in Islamic art and architecture from AUC.

MARIA KIRILOVA

► Client Relations Manager, ETS Global

Maria Kirilova is the EMEA Client Relations Manager for the GRE® Program at Educational Testing Service (ETS®).

Maria is responsible for working closely with universities, higher education organisations and Business Schools in the region, assisting them in attracting top talent to their master's and PhD programmes by using GRE® scores as part of their holistic admissions practices. Prior to joining ETS, Maria's experience took her to three different countries and various fields within the higher education sector – recruitment, admissions and internationalisation. She also serves on the Advisory Board of the Asherah Foundation, an organisation dedicated to providing second-chance scholarships for women around the world. Maria holds an MBA from the University of Liverpool.



STEPHANIE KLEIN

► Principal Consultant, Explorance



Stephanie Klein is a Principal Consultant at Explorance, prior to which, she was Assistant Director at the University of Minnesota's Office of Measurement Services, overseeing the institution's module evaluation programme as well as university and K-12 testing services.

Before joining the University of Minnesota, Stephanie spent many years in human capital management assessment and consulting. She is known for finding the best possible intersections between client needs, technical capabilities, and best practices. Stephanie has pioneered work on tying organisational initiatives with environmental sustainability outcomes. Her book, *Green Organizations: Driving Change with I-O Psychology*, received an Academy of Management Best Book Award in 2014. She holds a master's and PhD in industrial-organisational psychology from the Pennsylvania State University.



MARÍA LÓPEZ VALDES

► Co-Founder and CEO, Bitbrain

María López Valdes is the Co-Founder and CEO of Bitbrain, a company specialised in neurotechnology.

Bitbrain counts L'Oréal, Disney, Nissan, Telefónica and Ibercaja among its clients, and its solutions have served as the basis for more than 1,500 neuroscientific studies in the last two years.

María is a regular speaker at forums related to innovation, entrepreneurship and consumer behaviour. She also collaborates as a researcher and teacher at universities, Business Schools and accelerators throughout Europe, such as Imperial College London, the University of Bremen, IE Business School and the Founder Institute.

WENDY LORETTO

► Dean, University of Edinburgh Business School

Wendy Loretto is Professor of Organisational Behaviour and Dean at the University of Edinburgh Business School, UK. She is also a board member at AMBA & BGA.

Wendy has previously held several leadership roles at the University of Edinburgh Business School, including Director of Research and Director of Undergraduate Programmes. Her main research field is age and employment, and she is currently leading a three-year project investigating how best to support healthy ageing at work. Wendy was a member of the UKRI Equality, Diversity and Inclusion external Advisory Group, and is on the boards of the abrdn Financial Fairness Trust and Society for the Advancement of Management Studies.



BEN MAHESON

► BGA Membership and Account Manager, AMBA & BGA

Ben Maheson is the Membership and Account Manager for the Business Graduates Association (BGA) at AMBA & BGA.

Ben is responsible for overseeing the membership proposition for all BGA Business Schools and their students and graduates, as well as supporting BGA's member, validated, and accredited institutions in maximising the services available to them through their BGA relationship.

EMMANUEL MÉTAIS

► Dean, EDHEC Business School

Emmanuel Métais was appointed Dean of EDHEC Business School in 2017. Emmanuel has been on the EDHEC faculty for the past 25 years. Prior to becoming Dean, he served successively as Department Chair, director of various international programmes and the Global MBA at EDHEC, and as Associate Dean of its Grande École Programme. He is a Board Member of the French Grandes Écoles de Management Association. His main teaching and research interests revolve around corporate strategy, with a specific focus on disruptive strategies and M&A performance. Emmanuel has published a book and more than 30 articles or book chapters pertaining to these themes in French and international academic journals.





GORAN MILENKOVIĆ

► Academic Director, Antwerp Management School

Goran Milenković is Professor of International Business and Academic Director of the executive MBA portfolio at Antwerp Management School (AMS) where he also leads the AMS Global Strategic Challenges course.

Goran considers himself both a practitioner and an academic. He lectures and facilitates workshops on a broad range of topics affecting international business practice and, as an active executive and business consultant, he draws on 30 years of international management experience. Goran holds a DBA from Henley Management College (now Henley Business School) a master's degree in economics from the American University of Beirut, and a BSc in business economics from Belgrade University.

GEORGE NIKACHEV

► Director of Partnerships, Coursera for Campus

George Nikachev is Director of Partnerships at Coursera for Campus (Coursera) where he serves as an advisor to higher education institutions in eastern Europe.

At Coursera, George's focus is on supporting institutions' digitalisation strategies and increasing their capacity to produce job-ready graduate talent equipped with in-demand skills, while better enabling their own operations.

George's background in business development spans nearly 20 years, with the bulk of this time spent at fast-growth technology organisations, such as Box, Smartsheet and Soldo. He is fluent in English and Russian and holds a data science specialisation from IBM.



LAURA PACEY

► Product Director, McGraw Hill



Laura Pacey is Product Director for UK higher education and Open University Press at McGraw Hill.

With more than a decade of experience in academic publishing, Laura has built partnerships with authors and institutions across four continents and has diverse commissioning experience in monographs, textbooks, scholarly trade titles, reference works and journals. Her current focus is on creating customer-led course materials to support digital transformation in higher education and champion the evolution of teaching and learning in this post-pandemic era.

Laura also leads the McGraw Hill UK/NECE Inclusion and Diversity Committee and is an active member of its Women's Leadership Initiative.

PAULINE PARKER

► Director of MBA and Executive Education Portfolio, Kingston University

Pauline Parker is Director of the MBA and Executive Education Portfolio at Kingston University, UK. She started lecturing at Kingston University in 2015. Pauline has a proven record of adding value to software solution enterprises through innovation and intrapreneurship. As well as creating new business, she has mentored startups and entrepreneurs, and has successfully managed global portfolios with annual revenues that range from £200k GBP to £75m. Her research reflects her passion for product management, following on from customer-focused product development in software and the impacts of business change projects on innovation after mergers and acquisitions.



NALISHA PATEL

► Regional Director, Europe, GMAC

Nalisha Patel is Regional Director, Europe, at the Graduate Management Admission Council (GMAC) and is responsible for the overall European strategy for research, market intelligence and engagement with the sector, from Schools, prospective students and alumni to media, commerce, and advocacy bodies.

Nalisha has more than a decade of experience in the graduate management education sector, including managing a full programme portfolio as Executive Director of Degree Programmes and Student Experience at London Business School, where she also served as a Governing Body Member. She has also worked with a range of organisations, from multinationals to startups, and holds a degree in design.



LUKE PENNINGTON

► Business Development Manager, Perlego

Luke Pennington is a Business Development Manager at Perlego. Luke works in the academic partnerships team at Perlego to help Business Schools improve the access to educational resources and learning experience they provide to students and faculty.



SHAREEN PENNINGTON

► Senior Marketing Executive, AMBA & BGA

Shareen Pennington is the Senior Marketing Executive for the Business Graduates Association (BGA) at AMBA & BGA. Shareen is responsible for growing the BGA brand. She works with Business School professionals to create collaborative content through existing marketing and PR strategies and runs marketing campaigns. She also works on optimising the BGA website, email communications and other digital marketing applications. Before working for AMBA & BGA, Shareen was Marketing Manager for the Civil Service College in Westminster, promoting training and development for the public sector and the civil service in the UK and internationally. She has a degree in events management from London Metropolitan University.



PAUL POLMAN

► Former CEO, Unilever (2009-2019), and co-author, *Net Positive*

Paul Polman works to accelerate action by business to tackle climate change and inequality. As CEO of Unilever (2009-2019), he demonstrated that a long-term, multi-stakeholder model goes hand-in-hand with excellent financial performance. Paul was a member of the UN Secretary General's High-Level Panel which developed the UN's SDGs. His book, *Net Positive*, sets out how to build net positive companies which profit by fixing the world's problems. He chairs IMAGINE, a social venture dedicated to systems change, and is Vice Chair of the UN Global Compact. Paul is Honorary Chair of the International Chamber of Commerce, which he led for two years.



HIMANSHU RAI

► Director, Indian Institute of Management Indore

Himanshu Rai is the Director of the Indian Institute of Management Indore (IIM Indore) in India.

Prior to this, he was the Dean of SDA Bocconi's campus in India, a Professor at SDA Bocconi in Milan, and taught at the Indian Institute of Management Lucknow and Xavier School of Management (XLRI). His book, titled *Negotiation*, is a bestseller and his TEDx talk on 'Ethical Leadership: Lessons from the Vedas' has won him several accolades across the world. Himanshu provides consultancy to the Government of India, state governments and the World Bank, as well as Indian industry and industry bodies.



CLARA RAPOSO

► Dean and Professor of Finance, ISEG Lisbon School of Economics and Management



Clara Raposo is Dean and Professor of Finance at ISEG Lisbon School of Economics and Management, Portugal. Prior to becoming Dean in 2018, Clara held several leadership roles at ISEG, including Head of the Department of Finance and Coordinator of the Master's in Management. Before joining ISEG, she was a Professor at Instituto Universitário de Lisboa, and the University of Oxford. Clara has a PhD in finance from London Business School, a master's in economics from the University of London, and a bachelor's in economics from Universidade Nova de Lisboa.

CARLOS SALGADO

► University Partnerships Manager, Coursera for Campus

Carlos Salgado is University Partnerships Manager at Coursera for Campus, where he heads strategic relationships with Coursera's university partners in France, Switzerland and Spain. By working closely with leading Business Schools in Europe, 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. He is also passionate about innovation and finding the collective adventures that will shape the 'education of tomorrow'.



CRISTINA SAMBROOK

► Director of the Executive MBA, Birmingham Business School, University of Birmingham



Cristina Sambrook is the Director of the Executive MBA at Birmingham Business School, University of Birmingham. Prior to joining the Business School, Cristina had an international career as a consultant and project manager, during which time she lived and worked in several countries on political campaigns, foreign investments, and law. She was an adviser to the Romanian Chief Negotiator with the EU during Romania's accession negotiations, as well as consulting freelance on anti-corruption legislation and strategy for various NGOs.

FILIPE SANTOS

► **Dean and Professor of Social Innovation, Católica Lisbon School of Business and Economics**

Filipe Santos is the Alfredo da Silva Professor of Social Innovation and Dean of Católica Lisbon School of Business and Economics, Portugal. He is also a Visiting Professor of Social Entrepreneurship at INSEAD and holds the Chair of the Girl Move Academy for Innovation.

His work lies at the intersection of strategy, organisation theory and entrepreneurship with a focus on the emerging fields of social entrepreneurship and social innovation, hybrid organisations, impact investing and scaling impact. He holds a PhD in management science and engineering from Stanford University, with a focus on entrepreneurship.



NILANJAN SEN

► **Dean, School of Business, University at Albany, State University of New York**

Nilanjan Sen is Dean of the School of Business at the University at Albany, State University of New York, where he currently teaches mergers and acquisitions and other advanced topics in corporate finance. Previously, Nilanjan was a tenured faculty member at Arizona State University and Nanyang Technological University (NTU), Singapore. At NTU, he provided leadership to several key initiatives, including the launch of an executive MBA programme and was the School's Associate Dean of Executive Programmes between 2008 and 2014. Nilanjan received his PhD from Virginia Tech (US).



KAREN SPENS

► **Rector, Hanken School of Economics**

Karen Spens is the Rector of Hanken School of Economics (Hanken) in Helsinki, Finland. She became Professor of Supply Chain Management and Corporate Geography at Hanken in 2007 and has held the position of Rector since 2015.

Karen co-authored a seminal article that called for more research in the field of humanitarian logistics in 2006. To help develop this research area, as well as cooperation within the field, she has been a visiting researcher at BI (Norway), MIT (US), Clark University (US), and Griffith University (Australia). She holds a PhD in business economics from Hanken School of Economics.

She is also a board member at AMBA & BGA.



NILS STIEGLITZ

► **President and Managing Director, Frankfurt School of Finance and Management**

Nils Stieglitz has been President and Managing Director of Frankfurt School of Finance and Management (Frankfurt School) in Germany since April 2018.

Previously, Nils was a full Professor for Strategic Management at Frankfurt School, Head of the School's management department and directly before his current role, Vice President for Corporate Development. His primary research interests are strategic decision-making and organisational adaptation.

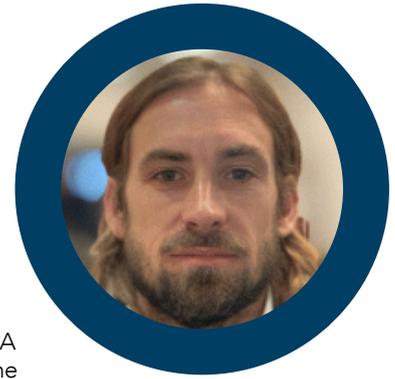


MARK STODDARD

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

Mark Stoddard is Director of Accreditation and Director of BGA Services at AMBA & BGA.

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, he is Director of Accreditation at AMBA for Africa, North America, and South Asia, as well as parts of western Europe. Mark holds an MA in Russian politics and a BA in American studies, having studied at the University of Essex (UK) and the University of California, Berkeley (US).



SARA STRAFINO

► Senior Market Development Manager, GMAC



Sara Strafino is Senior Market Development Manager for the Graduate Management Admission Council (GMAC). Sara helps institutions understand graduate management education trends and use GMAC resources to achieve their student recruitment and admissions goals. She also engages with prospective candidates to raise awareness of the benefits of graduate management education and the GMAC assessments. Previously, she gained extensive experience in the student recruitment and admissions cycle with leading institutions and organisations, such as London Business School and QS. Sara is the co-author of *The MBA Admissions Handbook*.

PAOLO TATICCHI

► Deputy Director, MBA and Global Engagement, UCL School of Management

Paolo Taticchi is Deputy Director of the MBA and Global Engagement and a Professor of Strategy and Sustainability at UCL School of Management in the UK.

Prior to joining UCL, Paolo spent six years at Imperial College London (Imperial) where he served as an Academic Director, and he continues to work with Imperial as a Visiting Professor.

Paolo holds a BEng and MEng in mechanical engineering (cum laude), and a PhD in industrial engineering with a focus on operations management from the University of Perugia; and an MBA with a focus on innovation from the University of Perugia and the University of Bradford School of Management.



HARVEY TAYMAN

► Key Account Manager, Inopera



Harvey Tayman is Key Account Manager at Inopera UK. He is focused on partnering with leading educational institutions to improve student outcomes through the adoption of digital assessment technology. He has more than six years' experience with digital assessment, where he has seen first-hand the benefits that digital assessment and online marking can bring to learners and educators.

MATTHEW THOMAS

► Director of MBA Programmes, Birmingham Business School, University of Birmingham

Matthew Thomas is Director of MBA Programmes at Birmingham Business School, University of Birmingham, where he also lectures in international strategy, innovation and strategic change. Matthew's background is as a practicing manager, most recently with Assa Abloy, a Swedish organisation ranked as one of the world's 100 most innovative companies by *Forbes*. Before that, he worked for a strategy consulting firm and had a spell running his own business – which he eventually sold. Matthew holds an MBA from London Business School and has recently completed a PhD in management.



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 and Vice President for Continuing Education. She is also Professor at the University Côte d'Azur, France, and was formerly Vice Chancellor of the Academy of Nice. Nadine's research is focused on marketing of services and on international management/marketing. Before becoming a professor, she 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.



CRISTINA VÉLEZ VALENCIA

► Dean, School of Business and Management, Universidad EAFIT

Cristina Vélez Valencia is Dean of the School of Business and Management at Universidad EAFIT in Medellín, Colombia.

Between 2016 and 2019, she served as Secretary of the Mayorality of Bogotá, first as Secretary of Women's Affairs and then as Secretary of Social Integration, where she led the city's response to the Venezuelan migration crisis. She was appointed Vice President of the Chamber of Commerce of Bogotá between 2019 and 2021.

Cristina has an MSc in history and a PhD in management from Universidad de los Andes, and is a Maurice Greenberg World Fellow of Yale University.



STEEF VAN DE VELDE

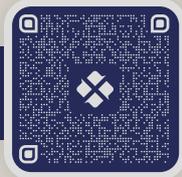
► Former Dean and Professor of Operations Management and Technology, Rotterdam School of Management, Erasmus University (RSM)

Steef van de Velde is a former Dean of Rotterdam School of Management, Erasmus University (RSM) Netherlands, where he remains a Professor of Operations Management and Technology. He is a board member at AMBA & BGA.

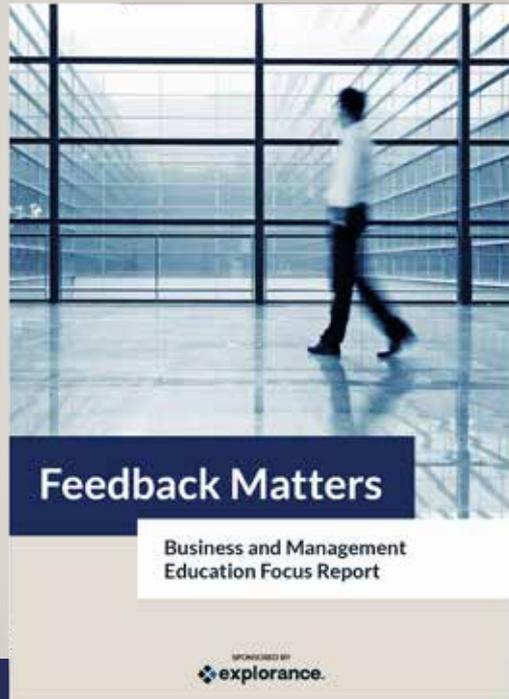
Steef holds an MSc in econometrics from the Erasmus School of Economics and a PhD in mathematics and computer science from Eindhoven University of Technology.



How can the student voice deliver transformational change in Business and Management education?



Download the Report!



Accelerate Your Insight to Action Cycle



The Job Skills of 2022:

The Fastest-Growing Job Skills for Institutions

Presenting the fastest-growing human and digital skills of 2021, understanding of which skills are trending globally, and to remain in-demand or grow in 2022.



Download the free ebook to discover what skills should be prioritised

coursera for campus

Dive into the fastest growing digital and human skills at: coursera.org/campus

AMBA & BGA Excellence Awards 2022/23

The AMBA & BGA Excellence Awards bring together the leading lights of the global business education community to celebrate excellence among Business Schools, students, graduates, suppliers, and employers that share AMBA & BGA's values of ambition, impact, and integrity.

With 11 categories for AMBA & BGA Business Schools to choose from, you will have numerous opportunities to showcase your achievements – especially considering the challenges we've faced this year, as a global community.

Winning, or being shortlisted as a finalist, is a fantastic way to tell the world about the great initiatives your School has launched.

**The closing date for entries is Friday 22 July 2022.
The winners will be revealed at our Gala Dinner on 9 December 2022.**

www.associationofmbas.com/school-events/the-amba-bga-excellence-awards-2022-23/

HEADLINE
SPONSOR.

HEADLINE SPONSOR.



salesforce.org

SALESFORCE.ORG

Salesforce Education Cloud enables institutions to drive student success at scale and turn siloed systems to actionable insights that personalise the learner experience and transform individual engagements into lifelong relationships.

Education Cloud provides the digital foundation to capture 360-degree views across the entire education journey. Recruitment and admissions, student experience, advancement, and operations teams can use one, integrated platform to capture valuable data that drives learner and institution success.

Business Schools benefit from the latest innovations across the Salesforce platform as well as purpose-built education products and solutions for faculty, staff, and learners that can be customised and scaled to their evolving needs.

Salesforce.org



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 EUR. It has a global team of 3,300 employees, whose passion for technology is captured in 430 granted patents.

www.barco.com/weConnect



ETS

ETS is a mission-driven, non-profit organisation that delivers learning tools, groundbreaking research and trusted assessments to help students, educators and employers see the next step clearly on their path to new possibilities. ETS experts have worked at Business Schools, as well as graduate and law schools, and are available to offer sound guidance about recruitment, assessment and admissions best practices and solutions.

ETS's GRE® Program helps Business Schools identify, recruit, and admit qualified applicants from diverse backgrounds. Business programmes also use the ETS® Major Field Tests to close their assurance of the learning loop effectively, by measuring the critical knowledge and understanding learners obtain from their bachelor's and MBA curricula.

Learn more at www.ets.org and www.ets.org/gre/business



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

PARTNERS.



CENGAGE

Cengage is a global education and technology company built for learners. Its products create learning experiences, building confidence and momentum towards the future students want.

Cengage has a single belief, that every student has the potential to be unstoppable, so Cengage designs tools that keep them moving towards their goals.

Recently launched, Cengage Unlimited for Institutions is a content subscription service that provides student and faculty access to the entire Cengage collection of digital learning platforms, e-textbooks, online assignments and study tools with ease and seamless delivery. With quality content across a wide range of subject areas, from accounting, finance and economics to leadership, organisational development and entrepreneurship, Cengage Unlimited for Institutions provides all the materials you require for your MBA course. Digital courseware and mobile access enable teaching and learning anytime, anywhere, supporting your MBA programme whether it's delivered full time or part time, through classroom, online or blended learning.

www.cengage.co.uk



KORTEXT

Kortext is a student learning content and engagement platform. It is a personalised learning space with access to more than 2 million digital textbooks and learning content

from over 4,500 leading publishers. Thousands of universities in more than 100 countries partner with Kortext to deliver digital learning materials directly to their students. .

Kortext's purpose is simple: to empower universities to educate the next generation of difference-makers. It aims to make this happen through: providing the learning tools and content, via a smart platform, to enable study, connection, and collaboration; developing advanced functionality for academics, students, and librarians; integrating workflows that aid the discovery, acquisition, access and use of learning content; and delivering insightful data on study patterns, behaviours and content usage to academics, librarians, course leaders, university administration and leadership.

All of the above is focussed on better supporting student experience, retention, progression and outcomes.

www.kortext.com



INSPERA

Inspira provides 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. Whether you hold assessments on-site or remote, open or closed book, Inspira offers a flexible, robust solution for today's institutions.

www.inspera.com



COURSERA FOR CAMPUS

Coursera is the leading online learning platform for higher education, where more than 92 million learners from around the world come to learn skills of the future.

More than 250 of the world's top universities and industry educators partner with Coursera to offer 5,000+ courses and specialisations, 13+ professional certificates, and 20+ degree programmes.

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



EXPLORANCE

Explorance is a provider of People Insights solutions. The company empowers institutions with actionable decision-making by measuring students' needs

and expectations. Through scalable automation tools, such as Blue, and expert-based services, Explorance facilitates continuous improvement and accelerates the insight-to-action cycle, leading to personal growth and organisational agility.

Blue, Explorance's holistic People Insights platform, is purpose-built to fully automate all major student feedback gathering initiatives – institutional surveys, course evaluations, competency assessments, and more – all on one platform. Through best-in-class integration, powerful automation, and a robust reporting engine, Blue ensures your organisation not only captures feedback but also turns it into the best possible decision.

www.explorance.com

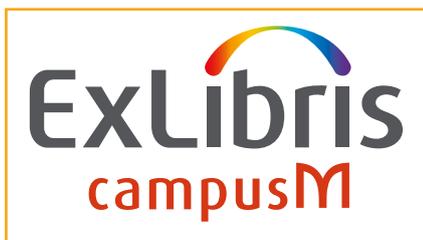


PERLEGO

Billed by the press as the 'Spotify for textbooks', Perlego is on a mission to make education more accessible to all. It has built the first truly unlimited, subscription-based online library.

Perlego works with more than 3,000 leading publishers to deliver unrestricted access to over 800,000 core titles through one simple membership.

www.perlego.com



CAMPUSM

Does your digital experience bring personalised, essential information into the hands of your students when they need it without them navigating through your various institutional systems?

With more than six million students using their platform around the globe, campusM can help you increase engagement with your student community, drive better

academic outcomes and deliver the very best student experience on campus and beyond. We are campusM.

<https://campusm.exlibrisgroup.com/>



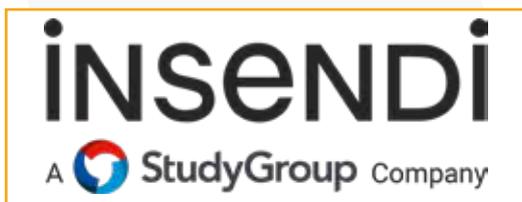
UNIWISE

UNIwise supports educational institutions to take advantage of the power of digital assessment. WISEflow, its digital assessment platform, manages the complete assessment and feedback lifecycle across a wide range of assessment types and formats. While working in

higher education, its founders identified the need for digital assessment, using their experience in research and management to develop WISEflow as a platform that meets both teaching and learning, and administrative needs. As a result, WISEflow helps universities to streamline the assessment process, ensure consistency, improve feedback and raise student satisfaction.

UNIwise employees are specialists from within higher education, and our expertise is now trusted by more than 100 institutions across Europe to improve their students' learning and transform education.

www.UNIwise.co.uk



INSENDI

Insendi, a Study Group company, offers a unique learning experience platform designed by educators for educators, and a range of services to help institutions deliver superior courses. Over the years, Insendi has developed a platform to equip educators with the most

innovative tools to deliver a pedagogically rich, human-centred learning journey.

In line with Study Group's vision to build a better world through education, its acquisition of Insendi also reflects the shared purpose of Insendi and Study Group to make education accessible on a global scale through investing in a platform which facilitates premium online and blended learning.

www.insendi.com



media:minds

MEDIA MINDS

With more than a decade specialising in graduate management education, Media Minds is a boutique marketing services agency with real experience in the sector.

It offers a portfolio of services delivering real results against client goals – from raising a School’s visibility to building reputation, recruiting students, attracting corporate partners, and engaging its alumni community.

The team has extensive knowledge of education marketing from working in Business Schools, agencies and the media. Its senior leaders each have more than 15 years’ experience in the sector, enabling them to apply knowledge and insights to achieve results for clients. Deep experience underpins work with undergraduate, postgraduate and executive education programmes within Business Schools and cross-university. Services include market research and intelligence, media planning and buying, digital marketing, alumni relations and communications consulting, and professional development workshops.

No big promises or fancy marketing: just real experience, real insights, real results.

www.mediamindsglobal.com



VitalSource®

VITALSOURCE TECHNOLOGIES

Founded in 1994, VitalSource Technologies is a leading education technology solutions provider that is committed to helping partners

create, deliver, and distribute affordable, accessible, and impactful learning experiences worldwide.

As a recognised innovator in the digital course materials market, VitalSource Technologies is best known for partnering with thousands of publishers and institutions to deliver extraordinary learning experiences to millions of active users globally. Today, VitalSource Technologies is committed to powering new, cutting-edge technologies designed to optimise teaching and learning for the 21st century.

www.get.vitalsource.com



MCGRAW HILL

McGraw Hill is a global pioneer in educational content, assessment, training, and platform innovation; and is one of the world’s largest educational companies, with products and services in more than 60 languages and 130 countries. It is focused on creating solutions that deliver real value and support your teaching and learning goals whether at primary, secondary, tertiary levels or beyond.

McGraw Hill’s most recent innovation is a digital teaching and learning toolkit to support MBA programmes – Total MBA.

Powered by Connect®, Total MBA helps your institution orient your MBA cohorts into their journey, understand their needs in those critical early weeks and pinpoint gaps in understanding. To go beyond the foundations of your programme, Total MBA Plus offers a complete solution to support teaching and learning across your entire MBA course, no matter the pathway or specialism. With Plus, academics are able to pick and choose end-to-end resources to support the delivery of a complete MBA programme.

www.mheducation.co.uk



SINORBIS

Sinorbis is an all-in-one digital marketing platform that makes it easier for education marketers and international student recruiters to reach Chinese students online.

It provides universities, vocational education and training (VET) institutes and education service providers with the tools they need to engage with Chinese international students and their parents at every stage of their application journey – and beyond, all the while offering:

- Accelerated speed to market – launch your digital presence within weeks without having to jump the usual administrative hurdles.
- Reduced cost – set up and manage digital marketing initiatives at a fraction of the investment previously required.
- Increased control – get an integrated view of all digital initiatives in China.

www.sinorbis.com



AUSTRAL GROUP

Austral Education Group is an educational services firm that organises international business academic programmes and consulting experiences for higher education programmes in the USA, Europe, and

Latin America. It designs and delivers high-impact educational content, customised academic travel with seamless logistics, and cultural activities that provide an unforgettable immersion experience.

www.australgroup.com



BLUESKY EDUCATION

BlueSky Education is the media consultant of choice for many of the world’s most prestigious and ambitious

universities and Business Schools. It helps clients enhance their profiles and visibility in key markets around the globe.

BlueSky Education’s services include promoting faculty expertise, positioning the dean, programme promotion, and boosting brands using the media.

Over the past decade, BlueSky Education has become a globally recognised industry leader in offering effective PR, media relations and communications services to the business and higher education sectors. BlueSky Education takes a genuinely holistic approach to helping clients engage in the most effective way with their key target audiences from potential students and new faculty hires to corporate buyers, partner institutions and funding bodies. It secures effective coverage in influential media titles all over the world.

www.bluesky-pr.com/higher-business-education

REVAS BUSINESS SIMULATION GAMES

REVAS – BUSINESS SIMULATION GAMES

Revas provides simulators to make business courses more practical.

Many teachers are constantly struggling with the problem of not knowing how to

teach business in a way that would give their students practice and would encourage them to be involved in something more than just reading and learning definitions from a book. A lot of them have found a solution to the problem by using innovative solutions in the form of business simulations.

Revas simulators allow students to run small virtual businesses from scratch, rather than a multinational corporation, which is tangible as they can easily start similar businesses when they graduate. Also, instructors can choose from 18 game industries including travel, shipping and hospitality.

www.revas.online/en/



UNIBUDDY

Unibuddy powers decisions through peer-to-peer connections, delivering an experience which is simple, personal, and authentic. It combines humanity, technology and direct experience to unlock life's choices.

Unibuddy matches prospective students with your current students, giving them real-time access to real people with relevant interests.

It is trusted by more than 450 institutions around the world.

www.unibuddy.com



VIRTUAL INTERNSHIPS

Virtual Internships is an education technology company delivering global work experience programmes across 18 career fields to help young people pursue their dream careers and prepare for the future of work.

It strives to bridge the gap between education and the workplace by making internships accessible to all and preparing young people for the future of work. It does this through partnerships with universities, Business Schools, governments, and other institutions to provide programmes that are high impact and transformative – either for credit or co-curricular.

www.virtualinternships.com

End-to-end platform that covers all your assessment needs, entirely on-screen.

Flexible:

Formative or summative? Remote or onsite? Open or closed book? Tailor each assessment to your needs.

Secure:

The option to add-on lockdown browser and proctoring solutions to maintain academic integrity.

User-friendly:

Manage all of your assessment content and processes in one unified space, with a clean interface for staff and students.



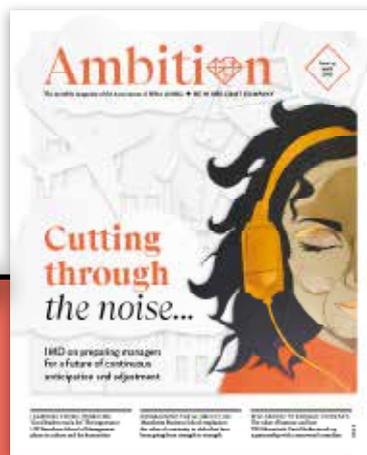
Eventually, digital exams will become the norm. I think it will happen; the only question is when.

University of Bath School of Management



Visit inspera.com to find out how we can support you on your journey to digital assessment.

AMBA's
Ambition magazine
offers thought leadership,
insight, advice and analysis
of key trends in business, and is
tailored exclusively for
Business School
leaders.



SUBSCRIBE TODAY

to *Ambition* magazine in print and remain ahead of the curve:
www.associationofmbas.com/product/ambition-magazine-subscription/

DELVE BEYOND THE PAGES OF OUR
AWARD-WINNING MAGAZINE WITH

The AMBITION Podcast

Now with more than 100 episodes, featuring thought leadership
business education thinkers and practitioners.

Access the platform of your choice at:
www.associationofmbas.com/podcast/



NOTES AND IDEAS



ASSOCIATION
OF
AMBA^S

BE IN BRILLIANT COMPANY



BUSINESS GRADUATES

ASSOCIATION

LEADERS NEVER STOP LEARNING