



UCLAN
BUSINESS & MARKETING
VIRTUAL CONFERENCE
2023

Monday 13th February to
Thursday 16th February
2023

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TUESDAY



14th

FEBRUARY

<u>Time</u>		<u>Personal Biography</u>	<u>UCLan Interviewer</u>	<u>Link to Register</u>
UK 9am (HK 5pm)	 <p>Darren Hutchinson Filmmaker & The Visual Media Guy.</p>	<p>Darren has been in the TV, film and video production industry since 2000. He started his career working for ITV Granada and worked his way up to producer/director before being made redundant and setting up his own company and the Dreamscope TV brand.</p> <p>Darren is now one of the most sought-after video marketing and production experts in the industry with thousands of hours of production experience to his name.</p>	Barrie Roberts	https://bit.ly/UCLanDarrenHutchinson
UK 10am (HK 6pm)	 <p>Kelly Maxwell Entrepreneur Director at Kelly's Heroes Private Tuition Ltd</p>	<p>Kelly Maxwell is the Director at Kelly's Heroes Private Tuition Ltd. Her business offers one to one tuition to children of the ages of 5-16 years, as well as offering private tuition her business also acts as an alternative provision for education</p> <p>As well as setting up and owning Kelly's Heroes Private Tuition Ltd, Kelly is a property investor and a business mentor, supporting individuals take an idea into a profitable and scalable business.</p>	Caroline Holliday	https://bit.ly/UCLanKellyMaxwell

<u>Time</u>		<u>Personal Biography</u>	<u>UCLan Interviewer</u>	<u>Link to Register</u>
UK 11am (HK 7pm)	 <p data-bbox="301 880 588 1025">Martyn Collins Marketing Manager Sussex County Cricket Club</p>	<p data-bbox="663 349 1198 499">Martyn is an experienced Marketer with a demonstrated history of working in the marketing and advertising industry, primarily in the Sports Industry.</p> <p data-bbox="663 546 1177 730">Having worked for a number of years in the Horse Racing industry, Martyn has recently taken on the Marketing Manager role at Sussex County Cricket Club.</p>	Caroline Holliday	<a data-bbox="1423 349 1544 483" href="https://bit.ly/UCLanMartynCollins">https://bit.ly/UCLanMartynCollins
UK 11am (HK 7pm)	 <p data-bbox="301 1682 603 1827">Richard Deighton International Trade Advisor at Department of International Trade</p>	<p data-bbox="663 1155 1190 1339">Richard is currently an International Trade Advisor for the Northern Powerhouse. One of Richard's roles is to supporting businesses from the North-West of England to export worldwide.</p> <p data-bbox="663 1368 1198 1514">Richard has vast experience in Business Development and previously worked for The Mjalli Investment Group and Greater Manchester Chamber.</p>	Becki Cross	<a data-bbox="1423 1155 1544 1290" href="https://bit.ly/UCLanRichardDeighton">https://bit.ly/UCLanRichardDeighton


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UK 12pm (HK 8pm)	 <p data-bbox="233 869 483 1016">Michael Brennan Co-Founder at Tootoot & Stribe #Forbes30Under30</p>	<p data-bbox="632 439 1102 741">Michael originally developed the world's first reporting and safeguarding app for children and young people called Tootoot. Tootoot has recently been recommended and evaluated by the Department for Education and UK Government.</p> <p data-bbox="632 786 1126 1016">As a result of Tootoot's success, Michael and his team set out on a mission 2years ago to develop Stribe, which aims to help organisations of all sizes to listen to, engage with and support their employees.</p> <p data-bbox="632 1061 1118 1330">Michael has won a number of awards and accolades including; Forbes 30 Under 30 Entrepreneur of the Year, Tech Nation's Rising Star 2020, Nominet Trust's Global Tech for Good Winner and EY's North West shortlisted Entrepreneur of the year.</p>	Maria Sherrington	https://bit.ly/UCLanMichaelBrennan
UK 1pm (HK 9pm)	 <p data-bbox="233 1771 600 1877">Uzma Maqsood Management Accountant at JD Sports Plc.</p>	<p data-bbox="632 1435 1098 1697">Uzma is currently the Management Accountant for JD Sports Plc, having previously been the Assistant Accountant at Morrisons. She has a wealth of experience working in finance for public and private sector businesses.</p> <p data-bbox="632 1727 1126 1951">Part ACCA qualified, Uzma has experience in month end reporting, budgeting/forecasting, planning & analysis along with a variety of surrounding duties and ad hoc project work.</p>	Conrad Coelho	https://bit.ly/UCLanUzmaMaqsood



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UK 2pm (HK 10pm)	 <p data-bbox="233 815 564 1003">Mikolajczyk, Simon MaisonDAO EDGEcity Art x Fashion Metaverse Web3 NFT Metaverse Fashion Council</p>	<p data-bbox="628 479 1129 819">Simon started his career in his father's marketing company- at first, helping him with various projects, from finding new customers to creating social media campaigns. After various roles in marketing, Simon has more recently founded MaisoinDad which has created a Decentralised Metaverse Gallery.</p> <p data-bbox="628 869 1117 936">He is also an Advisory Board Member for the Metaverse Fashion Council.</p>	Conrad Coelho	<a data-bbox="1353 434 1477 573" href="https://bit.ly/UCLanSimonMikolajczyk">https://bit.ly/UCLanSimonMikolajczyk
UK 3pm (HK 11pm)	 <p data-bbox="233 1480 576 1742">Gemma Gwilliam Head of Digital Learning, Education and Innovation, Head of Digital Learning, Education and Innovation Portsmouth Education Partnership</p>	<p data-bbox="628 1093 1086 1267">Gemma is a Head of Digital Learning, Education and Innovation as well as being an experienced UK and International School Teacher and Leader.</p> <p data-bbox="628 1317 1117 1532">She has a Global MBA, which focussed on Business Management in Education. and is passionate about using technology to enhance teaching and learning; reduce workload; and support accessibility and inclusion.</p>	Cath Toase	<a data-bbox="1353 1088 1477 1227" href="https://bit.ly/UCLanGemmaGwilliam">https://bit.ly/UCLanGemmaGwilliam



WEDNESDAY


15th

FEBRUARY

<u>Time</u>		<u>Personal Biography</u>	<u>UCLan Interviewer</u>	<u>Link to Register</u>
UK 10am (HK 6pm)	 <p>Dominika Duziak EVP – Head of Product Strategy, OneStep Financial Ltd</p>	<p>Dominika is an experienced product leader with 15 years of banking expertise. She has a passion for Fintech developments, blockchain applications, metaverse, hospitality and sustainability. She is currently leading Product Strategy development at OneStep Financial, a Fintech startup building payment and engagement solutions on Distributed Ledger Technology. Dominika has held local and global product and market management roles in the past, including leading the development of global digital wallet solutions at Citibank. She started her career in the Polish Banking Association, coordinating Poland's accession to the Single Euro Payments Area. Dominika thrives in diverse and fast-paced environments and pursues her passions outside of work by hosting the HospitalityVerse Podcast and writing a book about blockchain applications in the hospitality and tourism sector. She has an MBA in International Hospitality Management.</p>	Becki Cross	https://bit.ly/UCLanDominikaDuziak

<p>UK 10am (HK 6pm)</p>	 <p>Amna Khan Media Expert (Consumer Psychology / Behaviour and Retail), Academic</p>	<p>Amna is a Senior Lecturer in Marketing specialising in Consumer Behaviour and Retailing based at Manchester Metropolitan University Business School, she contributes consumer behaviour and retailing research and is published in leading academic journals.</p> <p>Amna uses her unique consumer and retailing knowledge to provide regular commentary to national, international and regional media outlets (TV appearances, Radio, Print- over 300). She has provided interviews to BBC Breakfast, ITV, BBC Radio 5Live, BBC local radio and commercial stations. Her specialist area include retailing issues, high-street, consumer behaviour, consumer shopping trends, consumer psychology. She has contributed to over twenty Channel 5 retail documentaries discussing retail brands.</p>	<p>Candan Celik</p>	<p>https://bit.ly/UCLanAmnaKhan</p>
<p>UK 11am (HK 7pm)</p>	 <p>Verity Turner Account Executive - Football at Hudl</p>	<p>Verity has had a range of roles across the sporting business world. As well as working as a Sales Executive for a professional football club, Verity has worked for the hugely successful GlobalSport company as a Business Development Management.</p> <p>She recently has become an entrepreneur for her own business as well as being the Account Executive for Football at Hudl.</p>	<p>Barrie Roberts</p>	<p>https://bit.ly/UCLanVerityTurner</p>



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UK 11am (HK 7pm)	 <p data-bbox="233 837 539 936">James Bailey Chief Operating Officer, X Medical Ltd</p>	<p data-bbox="632 443 1114 842">James is a renowned consumer marketer and public engagement specialist and he has extensive experience working for high profile brands within leisure and tourism. He has had a plethora of experience, starting out as Marketing and Communications Manager at Durham Cricket Club, before having key roles at London Zoo, the Natural History Museum and Longleat.</p> <p data-bbox="632 869 1114 1012">James currently is the Chief Operating Officer at X Medical Ltd, who were integral in the supplying of the vaccine in the recent pandemic.</p>	Nicholas Passenger	<a data-bbox="1355 439 1474 573" href="https://bit.ly/UCLanJamesBailey">https://bit.ly/UCLanJamesBailey
UK 12pm (HK 8pm)	 <p data-bbox="233 1554 576 1621">Celine Darmont HR Director France - Malt</p>	<p data-bbox="632 1171 1134 1592">Celine has recently been appointed as the HR Director in France for the Malt company. Malt connects businesses with freelancers, finding the perfect match for every project. Previously Celine has worked for a number of companies including Walt Disney and Deloitte before progressing into senior roles in two major international firms, namely Comatch and Laboratoires Filorga.</p> <p data-bbox="632 1637 1114 1787">Celine has had a variety of roles in International Business including as a Business Analyst, Financial Controller and currently as an HR Director.</p>	Candan Celik	<a data-bbox="1355 1171 1474 1305" href="https://bit.ly/UCLanCelineDarmont">https://bit.ly/UCLanCelineDarmont




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UK 2pm (HK 10pm)	 <p data-bbox="236 1066 587 1173">Verity Gill Analyst & Anthropologist & 2018 Woman in Data UK</p>	<p data-bbox="632 439 1075 586">Verity Gill is currently Customer Experience Research & Measurement Lead for John Lewis Partnership.</p> <p data-bbox="632 595 1107 936">The John Lewis Partnership is the UK's largest employee owned business and parent company of two cherished retail brands - John Lewis and Waitrose, which are owned in Trust by 80,000 Partners. This company has 34 John Lewis shops plus one outlet and 332 Waitrose shops across the UK.</p> <p data-bbox="632 985 1075 1169">Verity has previously worked for Meta, Ebiquity and Mindshare in a variety of roles including Digital Consultant and Marketing Science Director.</p>	Caroline Holliday	<a data-bbox="1337 439 1474 537" href="https://bit.ly/UCLanVerityGill">https://bit.ly/UCLanVerityGill

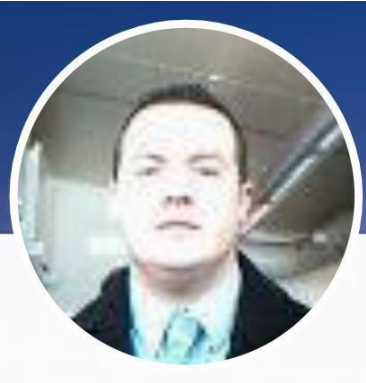

THURSDAY

16th

FEBRUARY

<u>Time</u>		<u>Personal Biography</u>	<u>UCLan Interviewer</u>	<u>Link to Register</u>
UK 9am (HK 5pm)	 Gillian Firth Establishment Leader - Group Expansion, IKEA	<p>Gillian is currently the Establishment Leader at IKEA. Having worked worldwide, Gillian is now based in Malmo, Sweden. She has led key areas for IKEA in Barcelona, Philadelphia and Madrid and has been involved with IKEA for 25 years.</p> <p>Gillian has worked previously in sales for Habitat and Paramount before becoming a Business Leader in IKEA.</p>	Paul Stackhouse	https://bit.ly/UCLanGillianFirth
UK 9am (HK 5pm)	 Kirsty Collinson EdTech R&D. Entrepreneur and author Director TrainingToolz Ltd and Kodo Education Ltd	<p>Kirsty is an award winning entrepreneur. Kirsty is proud to work with a team that has developed a beautifully simple technology. She loved launching new products into the EdTech and publishing markets and then watching them thrive. Her passion is helping small to medium sized businesses grow and Kirsty has a proven track record of raising finance, growing companies and developing new revenue streams for third parties. She has successfully launched exciting new projects across various publishing and digital markets.</p> <p>As well as founding and running publishing and technology companies, such as Gapwork.com and Kodo Education, Kirsty has previously enjoyed mentoring businesses and writing business columns for the local and national press.</p>	Nicholas Passenger	https://bit.ly/UCLanKirstyCollinson

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UK 10am (HK 6pm)	 <p data-bbox="231 725 517 837">Matt Byrne-Fraser Managing Consultant, Spencer Clarke Group</p>	<p data-bbox="632 405 1123 629">Matt has worked in recruitment for over 10 years now, with the last 5 years specialising in the accountancy and finance sector. At Spencer Clarke Group he currently covers the London and the South of England area.</p> <p data-bbox="632 674 1110 860">As a Managing Consultant, Matt is passionate about helping his team to thrive and takes great pleasure in seeing them reach their professional and personal goals.</p>	Paul Stackhouse	https://bit.ly/UCLanMattByrneFraser
UK 11am (HK 7pm)	 <p data-bbox="231 1144 572 1256">Judith Dand, Head of Finance, Nelson and Colne College Group</p>	<p data-bbox="632 887 1129 1346">This Further Education College has tripled in size over the last 6 years to a c£33million organisation incorporating mrgers with Lancashire Adult Learning and Accrington and Rossendale College. Judith's role includes all financial accounts, payroll, procurement of goods and services and all income, including student tuition fees. Judith also looks after all College bursaries nd the distribution of these to learners.</p>	Christine Illingworth	https://bit.ly/UCLanJudithDand
UK 12pm (HK 8pm)	 <p data-bbox="231 1821 528 1933">Michael Jones Relationship Manager, Ultimate Finance</p>	<p data-bbox="632 1357 1129 1581">Michael helps UK businesses of all shapes and sizes, in many industry sectors, get the right type of funding for their business so they can accelerate their growth and ultimately get to where they want to be.</p> <p data-bbox="632 1603 1126 1760">Michael has over 20 years' experience in business finance, loans and has a growing network of introducers and clients</p> <p data-bbox="632 1783 1126 2128">At Ultimate Finance Michael and his team focus on Good Funding. Good Funding is fast, flexible, fair and full of options. He has excellent experience in helping SME's find the right type of funding that's cost effective and helps them to achieve their goals. Previously Michael has worked for HSBC and Bibby Financial Services.</p>	Nicholas Passenger	https://bit.ly/UCLanMichaelJones

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UK 1pm (HK 9pm)	 <p data-bbox="236 824 603 936">Nicholas Brierley Head of Financial Processes UCLAN</p>	<p data-bbox="630 474 1134 734">Nicholas is a dynamic, driven and accomplished business and finance professional with significant experience of delivering high quality finance, business and customer services objectives/solutions in the private and public sectors.</p> <p data-bbox="630 770 1134 1070">He has significant experience of staff development, leadership, coaching and leading multi-disciplined teams. Significant experience of leading and delivering business operations, leading change and transformation projects whilst driving a customer centric proposal and offer.</p> <p data-bbox="630 1106 1134 1249">He is currently the Head of Financial Processes at UCLAN, after having previously worked for Telewest, Aviva and Total.</p>	Cath Toase	<a data-bbox="1353 434 1481 577" href="https://bit.ly/UCLanNicholasBrierley">https://bit.ly/UCLanNicholasBrierley
UK 2pm (HK 10pm)	 <p data-bbox="236 1697 603 1854">Martin Connolly Specialist Recruitment Consultant - Accountancy & Finance</p>	<p data-bbox="630 1294 1134 1415">Martin Connolly is a Specialist Recruitment Consultant at the MCS Group.</p> <p data-bbox="630 1451 1134 1953">This is a global team of specialist recruitment consultants and support staff that provide talent solutions in Northern Ireland, Great Britain, Ireland and Boston, Massachusetts. Martin and the company are passionate about what we do and this passion runs deep through our core specialisms and sectors; IT and Digital, Procurement and Supply Chain, Technical and Engineering, Sales and Marketing, Accountancy and Finance, HR and Legal.</p>	Paul Stackhouse	<a data-bbox="1353 1290 1481 1433" href="https://bit.ly/UCLanMartinConnolly">https://bit.ly/UCLanMartinConnolly