

UBSS Academic Senate Membership (as at June 2017)

Acting Chair (Internal)



PROFESSOR GREG WHATELEY

DipT., B.Ed., B.Ed(Mus.), GradDipEdAdmin., M.Ed(Mus.), Prof.D., CertIVTAE. FAIM

Professor Whateley completed a *Diploma of Teaching* (with majors in Music and Psychology), a *Bachelor of Education* (Curriculum Design and Development), a *Bachelor of Music Education* (with a music education focus), a *Graduate Diploma in Educational Administration* (with a focus on Organisational Behaviour), a *Master of Education* (Assessment and Evaluation) and a *Doctorate* in Virtual Pedagogy. Throughout his teaching career he has maintained a keen interest in how and why people learn.

Dr Whateley began his teaching career (1975 – 1988) in the area of **music and arts education** at both primary and secondary level. He has taught at every level of formal education (K – PhD) and has either, taught and/or researched, in four States and five Countries.

He commenced his work in the tertiary sector at the *University of Tasmania* in Hobart (1989-90) as a **Lecturer in Music Education**. He moved to *Griffith University* on the Gold Coast (1991-1999) as a **Lecturer/Senior Lecturer in Music Education**. He served as **Head of School - Arts** and during that time managed the Film and Television Music post-graduate awards at the University and the *Queensland Conservatorium of Music* where he also served as **Deputy Dean** (External Relations). He became **Associate Professor and Director** of the *Central Queensland Conservatorium of Music* (2000-2003) where he co-founded (with Professor Ian Bofinger) Australia's first 'Virtual Conservatorium'. He also held the position of **Head of School - Arts** and **Manager, Business Initiatives** in the Faculty of Education and Creative Arts.

He took the position of **General Manager** and **Professorial Head of School** at the *Australian Institute of Music* (2004 – mid 2005). He also held the position of **Senior Visiting Fellow** at the College of Fine Arts, University of New South Wales (2006 - 2008) and **Director of Education and Quality** at the National Centre for Language Training (an International Centre of Excellence at the University of New South Wales) from mid 2005 to end 2008. Greg held the position of **Senior Visiting Fellow** at Wesley Institute (2005- 2011) where he **chaired the Academic Board** and managed the Master of Music program (Arts Management strand). In 2008 Greg was appointed **Principal** of the *Australian International Conservatorium of Music*. He was also **Consulting Chair** of Arts Management at the Sydney Opera House in association with the Australian Institute of Music. In 2011, Greg accepted the post of **Deputy Dean** at *UWSCollege, University of Western Sydney* and later became the **Dean of The College** (Western Sydney University). For seven+ years Greg was **Chair** of the Academic Board at the *Australian Institute of Music (AIM)*

Greg's teaching areas include Teaching Pedagogy, Human Behaviour, Organisational Leadership, Organisational Behaviour, Critical Management, Qualitative Research Methodology and Music History & Form.

Professor Greg Whateley is currently **Executive Dean** at *UBSS (Group Colleges of Australia)* researching and writing in the areas of Quality Management and eQuality and teaching in the Graduate School. He is **author** of more than 250 external publications and advises in the areas of accreditation, quality assurance, government reporting, eLearning, mLearning and bLearning. He is currently a **Member** of the Editorial Board for the *International Journal of Innovation, Creativity and Change*, a **Reviewer** for the *British Educational Research Journal*, a **Member** of the *Australia Pacific International College Academic Board*, a **Member** of the *Australian College of Health and Wellness Academic Board*, and **Acting Chair** of the UBSS Academic Senate. Greg is a Fellow of the Australian Institute of Management.

Deputy Chair (External)



ASSOCIATE PROFESSOR CRAIG ELLIS

BCom Hons, PhD

Craig joined *Asia Pacific International College* in April 2016 as **Dean**, from *Western Sydney University* where he held a range of senior academic administration roles since 2010 and as an academic and researcher from 2001 onwards. He has held the positions of **Associate Dean (Academic)** and **Acting Executive Dean** in parallel with his **Associate Professorship in Finance**. Most recently, he was **Associate Pro Vice Chancellor (Education)** and a **Non-executive Director** of *Western Sydney University Enterprises* (formerly *UWSCollege*).

Craig's disciplinary expertise is in capital market efficiency, technical analysis in financial markets, and non-linear dynamics in financial asset prices.

Outside of his professed expertise in Finance, Craig is expert in teaching and learning, quality assurance and enhancement in higher education, with a specific emphasis on tracking and analysing student progression and performance in higher education, and developing strategies in response to identified issues. He also led the development of University strategy in the TAFE/VET arena, growing and maintaining mutually beneficial relationships through engagement with TAFE and VET partners.

Craig is an active researcher and has completed the supervision of several doctoral students.

Associate Professor Ellis holds a first class Bachelor of Commerce (Honours) and a PhD in Finance *from Western Sydney University*. He is a **Senior Associate** of the *Financial Service Institute of Australia* (FINSIA).

Secretary and ex-officio member



RICHARD XI

Cert Bus (UNSW), Cert Ec and Bus (Fudan).Dip Acc (SIT), Dip Interp (NSIT), B.Tourism (SIT), Grad Cert Tourism Management (SIT), Grad Cert China Stud (USyd), MA (UNSW)

Richard Xi has joined UBSS as **Post Graduate Co-ordinator** and reports directly to the *Executive Dean*.

Before Richard relocated to Australia, his professional career commenced at the *Shanghai Municipal Bureau of Tourism* where he and gained several years of experience in hotel management, project management as well as staff development and training. He came to Australia as a student to seek a better education opportunity and in turn learn more about Western culture and knowledge.

In 1998 he returned to China and was appointed a Senior Business Development Adviser by a *Sino-Holland joint venture in Shanghai* to provide advice to the JV's business development strategy.

Before he joined UBSS in June 2016 as Post Graduate Co-ordinator, he worked at *Western Sydney University* in the Student Support Services section as a student activities officer. Prior to WSU, he worked at *UNSW Global (University of New South Wales)* in business development, marketing and project areas such as a BD development coordinator, marketing officer and China project coordinator. His other working experiences have included working in accounting, HR, IT areas in various Australian companies/organizations.

His education history started with a first degree in hotel management (Shanghai Institute of Tourism) and Graduate Certificate in Tourism Management for Senior Executives (Shanghai Institute of Tourism) in China. His Australian education qualifications include a Graduate Certificate in China Studies (University of Sydney), a Master of Arts in Asian Studies (University of New South Wales), a Diploma of Accounting (SIT), and Diploma of Interpretation (NSIT).

Other education and training qualifications include a Certificate in Chinese Business (NCLT) and a Certificate in Chinese Economy and Business (Fudan University, Shanghai).

External Co-opted Member



PROFESSOR IAN BOFINGER

Professor Ian Bofinger has had a diverse career in music, combining his background in performance (violoncello solo, chamber music and orchestral), management and blended learning education design.

Ian commenced his professional career as a **Lecturer** in 'Cello at the *Queensland Conservatorium of Music (Griffith University)* in 1998, whilst working with the *Queensland Symphony* and *Queensland Philharmonic Orchestras*.

In 1991, Ian moved to the *Central Queensland Conservatorium of Music* where he ultimately became **Deputy Director** (2002-2005) and **foundation 'cellist** of the *Lyrebird Trio*. During this time he completed his Doctoral Studies where he co-founded (with Greg Whateley) Australia's first 'Virtual Conservatorium'.

In 2005, Ian relocated to Sydney to take up the position of **Deputy Dean and Head, Academic Studies and Information Services** at the *Australian Institute of Music (AIM)*. The original requirements of this position at AIM were to update three of the weakest and maligned areas at the Institute – Academic Studies, Information Technology and the Library.

The opportunity to step outside of the music discipline came in early 2009 when Ian became **Manager, TEL** (Technology Enhanced Learning) at the *University of Western Sydney College*.

Later in 2009, Ian returned to the *Australian Institute of Music* to take up the position as **Executive Dean**. In the 6 years from 2009 - 2015, Ian was instrumental in the rapid growth and development of AIM to become the largest music school in the southern hemisphere. In this time, AIM more than doubled its campus size, income and student numbers. Ian also designed and implemented a second major campus of AIM, which was operational in the CBD of Melbourne at the beginning of 2014.

Ian is currently the **Executive Dean** at the *Australian Academy of Music and Performing Arts (AMPA)*

External Co-opted Member



ADJUNCT PROFESSOR ROBERT WENDON

'Rob recently retired after a career spanning more than 45 years in business, Not for Profit organisations and Higher Education.

Rob's most recent role was directing the Alumni operation at Western Sydney University. He was appointed from UNSW to develop and implement a major local and international change management plan to unify, revitalise and communicate with Alumni, students, academic staff, donors, sponsors and other stakeholders of WSU.

Rob held a number of senior professional roles at UNSW, including Director of the National Centre for Language Training (NCLT), as COO of Educational Assessment Australia (EAA), and as an international project manager for UNSW Global.

As Director, NCLT, Rob was responsible for a Division of the \$80M+ turnover commercial arm of UNSW, UNSW Global Pty. Limited. NCLT was originally an Australian Government Centre of Excellence funded via Australian Education International (AEI).

Rob served as Chief Operating Officer of EAA, another self-funded unit within the University of New South Wales commercial subsidiary, UNSW Global. EAA is recognised internationally as a prime provider of educational measurement and assessment services in Australia, New Zealand and the Asia-Pacific Region. The Centre conducts international school competitions and assessments in 12 countries for over 2 million students annually.

As The Smith Family GM for NSW, Rob was responsible for local marketing, community projects, fundraising, volunteers & planning in the primary geographic base of the organisation

Rob was appointed as Executive Director of the Civic Reform Association to reconstitute the organisation and set up a financially viable secretariat in the CBD and to attract significant funding to the organisation. The organisation assisted in winning Sydney City and internal elections for Lord Mayor of Sydney.

Rob was elected to Mosman Council, and as well as serving as Deputy Mayor, undertook many Chair and governance roles within the Council and the local community. In other service roles, Rob has been a Director of the UTS Alumni Board, a Director of Mosman and District Hospital, a member of Sydney Rotary and a JRU team manager.

Rob has qualifications in communication management, marketing, international business, teaching & assessment, and is a Nationally Accredited Mediator.'

External Co-opted Member



DR CYRIL JANKOFF

Cyril is a regular speaker and trainer in Australia and overseas in relation to the buy-side and sell-side contracting, and associated areas including business acumen, negotiations, contract law and finance. He has practiced as an accountant, solicitor, business consultant, country manager and financial controller in diverse industries throughout his over 30 year career.

His advice has been sought in the creation, costing, pricing, execution, management, dispute resolution and litigation of many commercial contracts. Included in the above is over 20 years of experience as a forensic accountant and expert witness where he still investigates and acts as an expert witness in commercial contract dispute resolution. He assisted the *Australian Corporate Lawyers Association (ACLA)* in their July 2012 Reforming *Australian Contract Law* submission to the *Australian Government* and is an Advisory Council member for the *International Association for Contract and Commercial Management (IACCM)*. In addition to his technical knowledge and skills Cyril has extensive experience in local and international training and education program design, implementation and presentation.

Cyril consults, facilitates courses, mentors and speaks in relation to buy-side and sell-side contracting including procurement, contract management, business acumen, negotiations, contract law and contracting finance calculation of losses sustained in breach of contract, misleading and deceptive conduct, fraud and matrimonial matters for dispute resolution and litigation purposes.

Cyril is a highly qualified practitioner with formal qualifications that include a Doctor of Education, *RMIT University* (thesis related to business acumen and business improvement and education of senior management and external advisers); a Master of Business Administration, *Edinburgh Business School*; a Bachelor of Business (Accounting), *RMIT University*; a Bachelor of Laws, *University of Melbourne*; a Graduate Diploma of Taxation, *RMIT University*; a Diploma of Contract Management, *Australian Institute of Management* and a Certificate IV in Training and Assessment, *Australian Institute of Management*.

His Professional Memberships/Accreditations include Current practicing certificates as a **Certified Practising Accountant** and as a **Solicitor; Fellow Member** of *CPA Australia* and the *Australian Institute of Management*; A Certified by the International Association for Contract and Commercial Management as an **Expert Level Supplier Relationship Management Professional** ("SRME").

External Co-opted Member



ART PHILLIPS

Two-time EMMY winner, APRA award winner and composer for a myriad of TV series and movies both in Australia and the US. Beginning his music career in the early 70s as a guitarist in Los Angeles, Art made a name for himself as one of LA's top session guitarists, working and performing with the likes of Barry Manilow, Minnie Riperton, Demis Roussos, The Carpenters, Smokey Robinson, Dory Previn, Burl Ives and The Lettermen.

Art was co-writer of the background music for the US television series *Santa Barbara*, 1984~1991, where he was honoured by The National Academy of Television Arts & Sciences in both 1987 and 1988 for contributions as composer to the Emmy award-winning Achievement 'Outstanding Music Direction And Composition in a Drama Series' for *Santa Barbara* (NBC).

He was musical director, conductor and orchestrator on live concert tours for Demis Roussos, Dory Previn, John Rowles and toured as guitarist for Manilow for over 3 years. He produced recordings for Roussos, Manilow, Sally Kellerman (hot lips from MASH) and John Rowles - achieving a Gold Record award for his production work on Johns' renowned album 'Another Chapter' (EMI Records).

Arts' early composition credits include writing incidental music for the US television series *The Love Boat*, penned the top 10 R&B single *Here We Go* for recording Minnie Riperton, and the Motown Record release *Now That I Have You* for artist Teena Marie from the album 'Lady T'.

In 1987 Art moved to Sydney. The list of Australian-made TV shows and films he's worked on is endless: Channel Nine's *Missing Persons Unit*, SBS documentary *Dead Tired*, ABC's *Outback House*, *The Flying Vet*, *The Secret Lives of Sleepwalkers*, *Made in China*, *Neighbours*, and the 13-part television series and telemovie *Pirate Islands: Lost Treasure of Fiji*, to name a few.

Art has a long list of credits writing and producing original music for production music library companies out of the USA, UK, France, Germany and Japan. He has accomplished over 75 library production music album releases (some 1,200 music compositions) in a diverse array of styles. His production music has been used in television shows throughout the world including *Cold Case Files*, *The Dog Whisperer*, *E True Hollywood Story*, *America's Most Wanted*, *Current Affair (US)*, *Celebrity Profile*, *NYPD Blue*, *The Oprah Winfrey Show*, *Survivor*, *60 Minutes*, *Dancing With The Stars*, *Queer Eye For The Straight Guy*, *The Ricki Lake Show*, *Good Morning America*, *Amazing Medical Stories*, *Harry's Practice*, *The Great Outdoors*, *Dateline*, *Extra-The Entertainment Magazine Show* and *The USA Today Show*.

Art also has his own music library, 101PM, 101 Production Music, with 27 album project releases in the catalogue with distribution and representation globally.

He is the longest standing President of the 'Australian Guild of Screen Composers' (2001-2008), and served as Vice President from 1992-2000; and is an active and valued member of the music community in Australia. He has passed on his knowledge and expertise to countless students at Universities and Institutions across Australia.

In 2016, Art was appointed Deputy Chair of the Academic Board of The Australian Institute of Music (AIM), and has been an Academic Board member since 2013.

Art is a councillor for 'Music Australia' formerly known as 'The Music Council of Australia', representing 'Music in Film and Television', 2005 ~ current.

He is International Relations Liaison for the Australian Guild Of Screen Composers (AGSC), and has observer committee status with the MCNA, Music Creators Of North America.

In 2011, Art was Consultant to the University of Western Sydney College's 'Associate Degree In Creative Industries' program where he supervised and delivered case studies for the program. He was also Chair of the 'Course Advisory Committee' at UWSCollege, 2011~2013.

In 2014, Art joined the International Committee of the Production Music Association of America (PMA).

In 2016, The Tonight Show (USA) starring Jimmy Fallon have licensed Art's song 'LAZY AFTERNOON' as a featured selection which is used as guest 'play-ons / play-offs', featuring the original artists 'The Roots' (the Tonight Show's house band).

Phillips has a 'Masters of Music Studies' from Griffith University / Queensland Conservatorium of Music (1999).

With many credits to his name, his list of honours is equally as impressive:

In 2006, Arts' composition *Floating*, from US recording artist Megan Rochell (co-written with Richard Rudolph who penned 'Loving You' for Minnie Riperton), achieved Billboards top-40 R&B chart position.

In 2005, Art was nominated for an ARIA award for 'Best Original Soundtrack Album' for *Outback House* and also nominated by the APRA/AGSC Screen Music Awards for 'Best Music In a Television Series or Serial' for *Outback House*.

In 2004, US recording artists Kenny Lattimore & Chante Moore recorded a cover of his composition *Here We Go* (Phillips/Riperton/Rudolph) on their platinum album 'Things That Lovers Do'.

In 1995, Art was awarded 'The APRA Award for Best Soundtrack Album' for his score to the ABC television series *The Flying Vet*.

He received a nomination for 'Best Original Music in a Television Series' for *The Lost Treasure Of Fiji* (2008 APRA/AGSC Screen Music Awards) and also received a nomination in 2007 for an earlier episode.

Art Phillips was honoured by The National Academy of Television Arts & Sciences in both 1987 and 1988 for contributions as composer to the Emmy award-winning Achievement 'Outstanding Music Direction And Composition in a Drama Series' for *Santa Barbara* (NBC).

Co-opted Student Member



USMAN IQBAL SINDHU

Usman is currently studying for his MBA at *UBSS*. He is in his second last semester.

Usman completed his BBA (Hons) with majors in Human Resource Management in Pakistan and came to Australia to get an International degree in Business Administration which has worldwide value and is accepted globally. He believes he made right decision in choosing Australia. The quality of education is 'extraordinary'.

He is looking forward to working with a reputable company after graduating – giving him the opportunity to apply his knowledge, skills and abilities.

He has always been lively and active during his entire student life in co-curricular activities. He has worked as a volunteer on a range of events both in Pakistan and of course here in Sydney with *UBSS*. Usman is **the founding President** of the refreshed *UBSS Business Society* and now a **member** of the *UBSS Academic Senate*. He is of the firm belief that management students should take these opportunities seriously for personal as well as professional development reasons.

He writes – 'I am enjoying my study at *UBSS* because the School is always there to help students to achieve their goals. I am fortunate to be associated with *UBSS*. Every staff member in School is always there to help students. I am currently working on few projects with the School which is really helpful for advancement of my skill set'

Usman is a **student member** of the *Australian Institute of Management* representing *UBSS*.

Ex-Officio Member – UBSS



ASSOCIATE PROFESSOR WAYNE SMITHSON

Wayne has held a number of senior finance positions including **Finance Director** for a number of national companies over a commercial career extending beyond 40 years. Most notable senior positions that include **National Finance Director** for *Ernst & Young* and **Finance Director** for the *Bank of New Zealand* in Australia. While his primary industry focus was in the financial services and insurance sectors, Wayne has experience across many industries including manufacturing, services and logistics.

Wayne has also had significant international experience in the Asia- Pacific region - where as **Regional Finance Director** for the region for a Swiss based professional services organisation - he was involved in a number of key business acquisitions. Most recently he has owned and operated a successful Tax and Accounting practice.

As well as holding a Master of Business Administration and an undergraduate degree from *Macquarie University* in accounting, Wayne is a qualified **CPA** and is a **graduate member** of the *Australian Institute of Company Directors* and a **Fellow** of the *Australian Institute of Management*.

In addition to 40 years of commercial experience, Wayne has had an extensive career in teaching at Higher Education level. Wayne began to focus on a teaching in 2008 accepting a sessional lecturer position at *Sydney University* in 2008. In 2010 Wayne turned his attention to Higher Education Teaching as his focus profession and has taught at a number of universities and Colleges including *Western Sydney University*, *Charles Sturt University*, *Federation University* and *Charles Darwin University*.

Wayne has taught at both graduate and undergraduate levels across both Business and Accounting Disciplines, successfully combining a dynamic of theoretical and practical application drawing on his extensive years of commercial experience in particular at Board and Director Level.

Wayne is currently an **Associate Professor**, a **Member** of the Academic Senate and **Chair** of the Academic Integrity Committee at *UBSS*.

Ex-Officio Member – UBSS



ASSISTANT PROFESSOR LU JIAO

Lu is the program director of the Bachelor of Accounting program at UBSS, and an Assistant Professor teaching both postgraduate and undergraduate accounting subjects, such as corporate accounting, management accounting and auditing. He is a qualified chartered accountant, trained auditor and consultant.

Lu HAS taught at a number of public universities in the past at both the undergraduate and postgraduate levels in subject areas of financial accounting, management accounting and auditing.

Prior to his academic career, Lu was a professional auditor/consultant with a number of professional service firms including Deloitte Touché Thomatsu, Crowe Horwath, WHK, and Protiviti. Lu has experience in areas of financial audit, financial accounting advisory, SOX, project assurance, business processes. He served clients from a variety of industry sectors, including both public and private firms.

Ex-Officio Member - UBSS



PROFESSOR RAY HAYEK

BSc(Hons:1), MChiro., PhD., FICC., FACC., Cert., HEd., Mgt.

Professor Hayek graduated with a Bachelor of Anatomy with Honors division 1 in Anatomy from *University of New South Wales*, Masters of Chiropractic and PhD in neuroscience from *Macquarie University*. He also holds a Certificate in Higher Education Management from *Macquarie University* and is a Fellow of the International College of Chiropractic and a **Founding Fellow** of the *Australian College of Chiropractic*.

Professor Hayek has been involved in higher education in various capacities over the last 26-years. He has held many teaching and leadership roles including, lecturing in health and medical sciences like, Anatomy, Research Methodology, Clinical Epidemiology, Differential Diagnosis and Clinical Neurology. He was the **Director of Research, Assistant Head of the Department** of Health and Chiropractic and **Director** of the Centre for Chiropractic at *Macquarie University*.

Professor Hayek served for many years on a range of professional and University academic boards including: **Executive Member** of the Council on *Chiropractic Education Australasia* and **Member** of their Accreditation Committee, **Governor** on the Board of the Australian Spinal Research Foundation, *Macquarie University's* Academic Senate, **Foundation Chair** of the Consortium of Chiropractic Institutions Australasia, **Vice President and Chair** of the Research Committee of the *Australian Spinal Research Foundation*.

Professor Hayek is actively involved in clinical and basic research initiatives, which include: Spinal cord injury and rehabilitation, spinal pain relay mechanisms and the neurological and physiological impact of musculoskeletal management protocols. He has published over 180 scientific and professional papers and is a frequent speaker at local and international scientific and professional conferences. He was the recipient of the 2007 University Invention Disclosure Prize for developing a Spinal Cord Injury Electrical Stimulation Model and the 2005 recipient of the Innovation and Commercialization Award for Telemedicine at *Macquarie University*.

Professor Hayek is currently spearheading Higher Education in Health and Wellness training at *the Australasian College of Health and Wellness* and is **Program Director, MBA** at UBSS.

Ex-officio member – Metro College



DORIS LEUNG

Doris is currently the **Director of Studies** for the English School of Group Colleges Australia (GCA), *Metro English College*. With over four years at Metro, she has an in-depth understanding of all aspects of the organisation from student and staff management, class scheduling, curriculum design, professional development and broad experience using technologies such as GCA's in-house online portal, MyGCA.

Doris is committed to stable growth and providing a high quality service, through the support of international students preparing to enter GCA's other pathway Colleges - *Central College* and *Universal Business School Sydney* (UBSS).

Internal Co-opted Member



JOTSANA ROOPRAM

Jotsana is the **Academic Coordinator** at UBSS and reports directly to the *Executive Dean*.

Jotsana has lectured for a number of years in the field of Hospitality Management at higher education institutions in South Africa. During this time, she worked closely with industry associates, developing and preparing students for junior management roles in the hospitality sector and mentoring junior staff for progression into senior roles. In the latter part of her career in South Africa she worked in academic administration and management as Head of Department managing a faculty of lecturers from diverse fields such as business, hospitality, tourism and journalism. She has a national diploma in hospitality management, certificates in assessment design and development and a moderators' license from the sector training authority of South Africa.

She attained a Postgraduate Diploma and a Master of Education, specialising in *Higher Education* (University of Kwa-Zulu Natal in Durban, South Africa) before emigrating to Australia in 2014. Prior to joining UBSS in 2016, she was the College Operations Manager at Navitas in Sydney.

Jotsana's expertise is in developing academic systems, policy implementation in administrative processes and procedures, and college operations.

Internal Co-opted Member



ASSOCIATE PROFESSOR ANDREW WEST

Andrew is the **Director** of the *Centre for Entrepreneurship* at UBSS, drawing on his experience as an academic for 12 years and previously as an entrepreneur and business owner for 10 years. He lectures at UBSS in the MBA program in Economics. Andrew is also a Lecturer at the *New York University Sydney Campus*, where he lectures in Marketing, reporting to the *NYU Stern Business School*. He was involved in the establishment and the continued delivery of the NYU Internship Seminar, a workplace integrated learning subject, in Sydney as part of the *NYU Global Partner Program*.

Prior to his current positions, Andrew was **Dean** of UBSS during 2015. From 2010 to 2014 he was a Lecturer at *Macquarie University* in Strategic Marketing, introducing two innovative workplace integrated learning initiatives. A team based business simulation game was incorporated into the Capstone Marketing Strategy subject in which Andrew was the Lecturer. He was involved in the development and implementation of the Participation and Community Engagement for the Marketing Projects. This involved identifying marketing projects and fostering partnerships with Corporate Partners which included *Reckitt Benckiser*, *Optus* and *Special Olympics*. Previously he has also been an Adjunct Lecturer in Business Statistics at *University of Technology Sydney* and in marketing at *Newcastle University*.

From 1995 to 2005, Andrew was the **founder and CEO** of an IT development company, with clients Australia wide and internationally. His company successfully commercialised two products in the mining equipment inspection and wine sales management spaces. His marketing career has included working at multi nationals *Shell Oil Company* and *Commonwealth Bank of Australia*. Industries Andrew has consulted to include pharmaceuticals (*Australian Self Medication Industry*, *Reckitt Benckiser*) finance (*Commonwealth Bank of Australia*, *American Express*), and not-for-profit organizations *Amnesty International* and *Special Olympics*.

Andrew has completed a Bachelor of Accounting (*Macquarie University*), and Masters of Business Administration (*Newcastle University*) and a Doctorate of Business Administration (*Newcastle University*). His **research** has led to 10 peer reviewed journals and conference papers published.

Andrew's areas of ongoing research in marketing include marketing of high technology, industry report of the Australian pharmaceutical industry, intangible organisational capabilities and innovation ecologies. His higher education research is in aspects of workplace integrated learning including internship pedagogy and business simulation. Andrew's **professional and community memberships** are with *Australian New Zealand Academy of Management*, **President** of *UTS Northern Suburbs Athletic Club* and on the **Marketing Advisory Panel** for *Athletics NSW*.