

## UBSS Senior Executive (as at June 2018)



Private MBA Business School

[Professor Greg Whateley](#) (Executive Dean)

[Jotsana Roopram](#) (Executive Officer – Academic Governance)

[Assistant Professor Richard Xi](#) (Senior Executive)

[Associate Professor Wayne Smithson](#) (Program Director – Bachelor of Accounting)

[Associate Professor Felix Stravens](#) (Program Director – Bachelor of Business)

[Professor Ray Hayek](#) (Program Director – Master of Business Administration)

[Associate Professor Andrew West](#) (Director – Centre for Entrepreneurship)

A profile on each member is provided:

## Executive Dean



### **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.

## **Executive Officer – Academic Governance**



### **JOTSANA ROOPRAM**

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 is the **Executive Officer – Academic Governance** at UBSS and reports directly to the *Executive Dean*. She is a professional member of the Institute of Managers and Leaders.

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

## **Executive Secretary**



### **ASSISTANT PROFESSOR 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 Coordinator, 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).

## Program Director – Bachelor of Accounting



### **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*.

## **Program Director – Bachelor of Business**



### **ASSOCIATE PROFESSOR FELIX STRAVENS**

Felix has an MBA in Strategic Management from the University of East London. His entire career has been in Marketing. His move into academia started off at the University of Canberra as an Associate Professor in Advertising and Marketing. He was also Program Director for the UG and PG Marketing Communication degrees. At the University, he served on a number of Committees including the University Council.

After eight years, he moved to the UK and was Managing Director with NCC Education. This is an awarding body that develops and markets Diplomas, Advanced Diplomas and Post Graduate Diplomas through 250 centres worldwide. In 2010, he was recognised by the Chartered Institute of Marketing and awarded Fellow status (FCIM). On completion of his contract, he returned to Singapore and was on a contract with NYU – Tisch School of the Arts where he lectured in Marketing to post graduate students on the International Media Production course. He was then retained by the Marketing Institute of Singapore to conduct courses on Strategic Marketing and Global Brand Management. He returned to Australia, and was on a short contract as Head of School with Southbank Institute of Technology in Brisbane. This is a vocational (TAFE) level college and he headed the School of Business and IT. He then moved to Sydney and was Deputy Dean/Director of Teaching and Learning at King's Own Institute. This is a Higher Education provider offering courses in Accounting and TESOL.

In May 2015 he accepted position of Chief Operating Officer at the Australasian College of Health & Wellness.

Felix is a Fellow of the Australian Marketing Institute (FAMI) and a Certified Practising Marketer (CPM).

## **Program Director – Master of Business Administration**



### **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.

## **Director – Centre for Entrepreneurship**



### **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*.