

## UBSS Academic Committee Membership

The current membership of the Academic Committee is 5 members (*as at July 2021*):

[Professor Andrew West](#) (Chair)

[Associate Professor Felix Stravens](#) (Secretary)

[Associate Professor Wayne Smithson](#)

[Assistant Professor Richard Xi](#)

[Navpreet Kaur](#)

A profile on each member is provided –

## CHAIR



### **PROFESSOR ANDREW WEST**

Andrew is the **Provost of the Executive Campus 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 12 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*, Fellow of the Institute of Marketing and Leadership, Chairman of *UTS Northern Suburbs Athletic Club* and on the Marketing Advisory Panel for *Athletics NSW*.

Andrew is currently the **Dean** at UBSS.

## SECRETARY



### **ASSOCIATE PROFESSOR FELIX STRAVENS**

Felix has a DBA in Marketing and an MBA in Strategic Management from the University of East London. He is a Fellow of the Chartered Institute of Marketing (FCIM), a Fellow of the Australian Marketing Institute (FAMI) and a Certified Practising Marketer (CPM) and a Fellow of the Institute of Managers and Leaders (FIML).

His entire career has been in Marketing. His move into academia started 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. Originally part of the National Computing Centre, this awarding body develops and markets Diplomas, Advanced Diplomas and Post Graduate Diplomas through 250 centres worldwide.

On completion of his contract, he moved to Singapore and was on a contract with New York University (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-term contract as Head of School with Southbank Institute of Technology in Brisbane. This is a vocational (TAFE) level college owned by the Queensland Government but run privately. 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, a higher education provider offering courses in Accounting, Business and TESOL.

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

Felix joined UBSS in 2018 and is currently the **Deputy Dean – Academic**, overseeing the MBA and the Bachelor of Business at UBSS, a Fellow of the Australian Marketing Institute (FAMI) and a Certified Practising Marketer (CPM).



## **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 the **Program Director for the Bachelor of Accounting** at UBSS, an Associate Professor, a member of the Academic Senate and Chair of the Academic Integrity Committee at UBSS.



## **ASSISTANT PROFESSOR RICHARD XI**

*Cert Bus (UNSW), Cert Ec and Bus (Fudan). Dip Acc (SIT), Dip Interp (NSIT), B. Htl Mgt (SIT), Grad Cert Tourism Management (SIT), Grad Cert China Stud (USyd), Grad Cert Bus Admin (UBSS), MA Asian Studies (UNSW)*

Richard Xi is the **Senior Post Graduate Coordinator** at UBSS.

Before Richard relocated to Australia, his professional career commenced at the *Shanghai Municipal Bureau of Tourism* where he gained several years of experience in hotel management, project management as well as staff development and training.

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, Richard worked at *Western Sydney University (WSU)* and in charge of student activities and events at *WSU the College Westmead Campus*. He was the chief presenter in the Colombo Plan seminar 'China's past, present and future' organized by WSU Law School and a chief presenter in WSU the College's 'Cultural and Language Exchange Program (CLEP)'. Prior to WSU, he worked at *UNSW Global (University of New South Wales)* as a business development coordinator, marketing officer, China project manager in coordinating UNSW Global/UNSW's international business plan and project with China.

He was a cultural adviser and editor to Alan Manly's book 'The Unlikely Entrepreneur' (*Chinese version*), and a cultural adviser to the book 'Doing Business in China' (published by UNSW press).

Richard is Secretary of the Grade Review committee and the Course Advisory committee.



## **NAVPREET KAUR**

Navpreet completed a *Bachelor of Commerce* in India before arriving in Australia.

Navpreet completed an MBA (Accounting) in 2019 at UBSS.

She worked as a Student Assistant during Orientation at UBSS in T1, 2020 and as a Student Services Officer at UBSS, working with student queries and contributing to the achievement of student satisfaction.

Navpreet is now the **Assistant Academic Coordinator** in the Office of the Dean. In this role, she strives to utilise her abilities to contribute to the support and development of the UBSS Team.

Her current expertise is in student enrolment activities and administration support for the MBA and Undergraduate programs.

Navpreet is also the Secretary of the Academic Integrity Committee and the Work Health and Safety committee.