

Academic CV



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RESEARCH

My principal research interests lay in the field of Marketing: strategic decisions, delivering value propositions, customer insight, brand, strategic marketing intelligence, and consolidated digital marketing communications using a subject group developed new DNA of marketing approach (See Attachment A). As well as the marketing of Higher Education. My PhD was on Customer Experience Management investigating the contextual differences between for profit and not for profit Customer Experience as a university (See Attachment B).

Future research plans are to expand research of my PhD on dialectical enquiry, not for profit CEM modeling and looking at service dominant logic, and the experience phenomena.

EDUCATION

2009 – 2012 **PhD "Customer Experience Management in UK Higher Education"**

University of Southampton, Management School.

Supervisor: Professor Nina Reynolds.

Examiners: Professor Paul Gibbs, Middlesex University and Dr John Marti, University of Southampton.

2007 – 2008 **Master of Arts in Marketing** (Northampton University)

1996 – 1999 **BSc (Hons) Business Administration** (Miriam University)

1975 – 1978 **BA (Hons) Educational Studies** (Macquarie University)

1965 – 1973 **Leaving Certificate / University Entrance** (Newington College)

PUBLICATIONS

- "Marketing of Education", (2012), Elsevier (Co Author), in process.
- "Marketing Analytics: What to Measure and How to Measure it" (2012), Taylor Francis, in process.
- "Customer Experience in for profit, not for profit organizations"(2012), Best Track Paper, Academy of Marketing.
- Seligman, J., and Harrigan, P., (2010) "How can marketing academics serve marketing practice? The new Marketing DNA as a model for marketing education". In, The Academy of Marketing Conference 2010, Coventry, UK, 06 - 08 Jul 2010.
- "The student Experience" (2009), Track paper published, ANZMAC.
- "Customer Experience Management in Higher Education" (2009), Best Track Paper, Academy of Marketing.
- Marketing DNA (2009) Academy of Marketing and Journal, (Co Author).
- "Smart Thinking: Marketing in the 21st Century" (2007), Publish America.
- "Building your Business Plan"(2007), Publish America.

TEACHING / ADMINISTRATIVE EXPERIENCE

2008 - Principal Fellow – University of Southampton

Director of the MSc in Marketing Management (130 students+)

Supervision of students; lecturing at Masters and MBA level; formal assessment creation and marking; dissertation supervision and marking; PG committee member; course assessment and upgrades annually; monitoring quality and student satisfaction; student satisfaction scores on all subjects taught 4+ out of 5; managing work load; module leader; general administration of the degree programme, student recruitment.

Supervision of students; personal tutor; creation of module specifications and assessment; UG and PG board member for student grades; updating data on modules and student files.

Module Co-ordinator and Delivery on:

Mang 1013 Organizations in Context, UG

Mang 6199 Organizations in a global Context, MBA

Mang 6184 Introduction to Marketing, PG

Mang 6227 Measuring Marketing Effectiveness, PG

Mang 6175 Strategic Marketing Intelligence, PG

Mang 6176 Delivering the Value Proposition, PG

Mang 6227 Customer Insight, PG

Mang 6238 Marketing Communications and Media Management

2003 – 2007 Curriculum Area Manager / Business Development Manager – Cornwall College

Manage and control the CIM programmes; recruitment and delivery; achieve revenue and quality targets; set assignments and mark work; deliver marketing as a subject on UG and PG business degree programmes. Outreach activity and delivery of CPD to industry in Cornwall and Devon. Business School planning and development, approval of degree programmes via the Combined Universities.

Sat on government and business panels as the University representative Objective One; SMART Women Project; Business Link; Regeneration; creation of Cornwall Incubation unit; judge of the Cornwall Business of the Year award.

CIM at Certificate, Diploma, Post Graduate levels

MBA Business (Marketing and Finance)

BA in Business

BA in Entrepreneurship and Leadership

CPD delivery on Business Startup and Entrepreneurship, Marketing, E-Marketing, Institute of Directors Programmes.

16-week Management development programme culminating in Certificate in Management from the Institute of Management.

2000 – 2003 Lecturer (Derby University)

Reporting to Professor David Rae, lecture on the MBA programme, and deliver CPD programmes on business, management, finance, marketing to start up, incubation and local businesses in the region. Work alongside three incubation units in successful hatching of commercially viable businesses.

SUPERVISION

Some 64 undergraduate dissertations

Some 300+ postgraduate dissertations

Some 12 Doctoral Thesis as a support to the primary supervisor

WORK EXPERIENCE

Pre 2000

Managing Director, Commonwealth Games.

VP International Operations, The Timberland Company.

Worldwide President, Speedo International.

Marketing Director, Smith Kline Beecham Australasia.

Operations Director, Pepsi Co Asia Pacific.

Marketing Services Manager, The Coca- Cola Co, Asia Pacific.

Group Product Manager, Coca-Cola AMATIL Bottlers

PROFESSIONAL MEMBERSHIP

Fellow of the Australian Institute of Advertisers.

Fellow of the Chartered Institute of Marketing UK

Member of the Research Society of the UK

TECHNICAL SKILLS AND FUNDING

Word, Excel, SPSS, SNAP

£1.4M IN RESEARCH FUNDING TO DATE

AWARDS

Businessman of the Year, Newsweek, Australia.

Two gold Export Awards, Australian Government.

Numerous awards for best product launch, best commercial, best radio campaign, best promotion.

CONFERENCES AND COURSES

- Track Chair, Marketing in HE, 2012 Academy of Marketing Conference.
- Academy of Marketing Conference, 2008, 2009, 2010, with track papers.
- ANZMAC, 2009, with track papers.
- CHEMPAS 2008, 2009, with track papers.

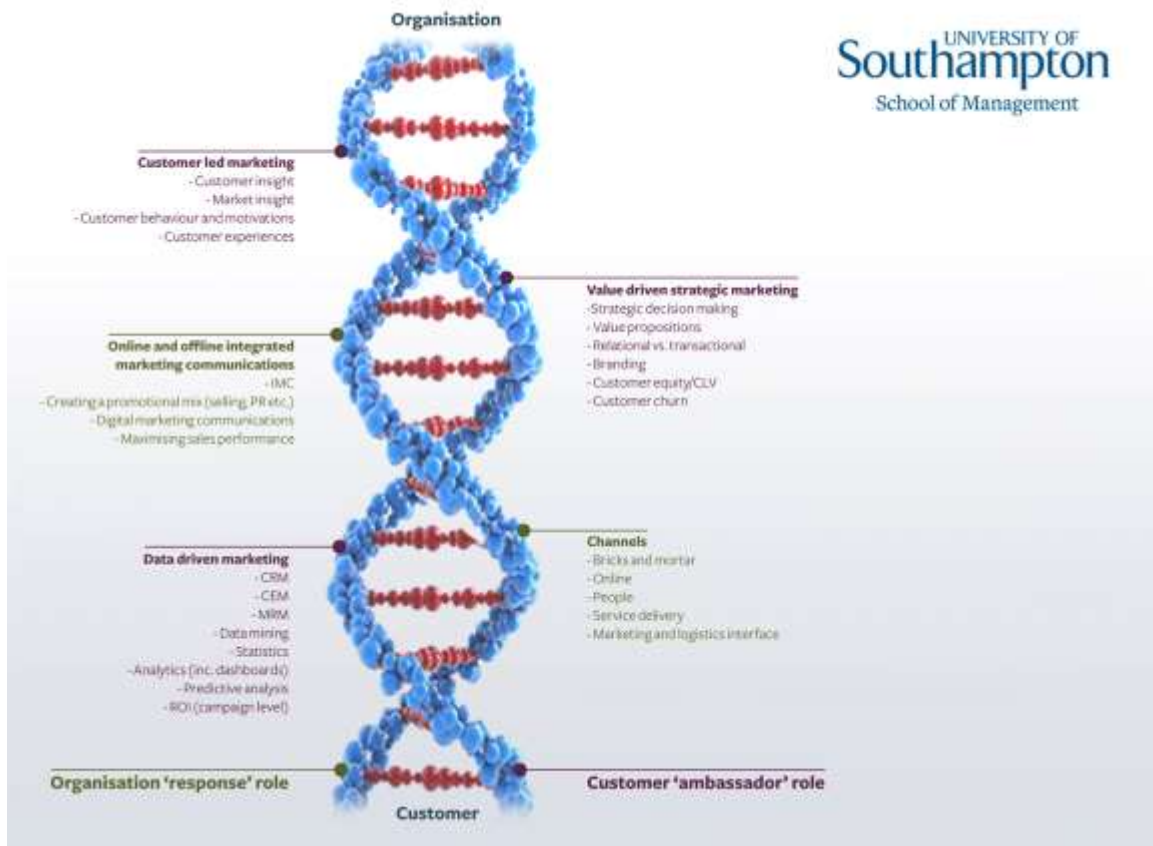
REFERENCES

- Professor of Marketing, Nina Reynolds, University of Southampton, n.reynolds@soton.ac.uk
- Professor of Marketing, Caroline Tynan, Nottingham University. Caroline.Tynan@nottingham.ac.uk
- Professor, Terry Williams, Dean Business School, Hull University, terry.williams@hull.ac.uk
- Associate Professor Paul Harrigan, University of Western Australia, p.harrigan@soton.ac.uk
- Professor Nick Foskett, Vice Chancellor, Keele University, n.h.foskett@vco.keele.ac.uk
- Visiting Professor of Marketing, Paul Fifield, Southampton University. Paul.Fifield@soton.ac.uk
- Dr Jane Hemsley-Brown, Associate Dean, Middlesex University, j.hemsley-brown@surrey.ac.uk

APPENDIX A

The DNA of marketing is a new and dynamic model of marketing theory developed by the subject group with industry that provides students with the skills to be productive in the work place. On construction of the model, we have changed our delivery on the MSc in Marketing Management, which I am the Director.

Furthermore, we have developed the first MSc level degree in Marketing Analytics and Digital Marketing in the UK, which has led to us hosting the Academy of Marketing Conference "Catching the Marketing Technology Wave" in 2012. As part of the organizing committee, we have had over 430 papers around this theme.

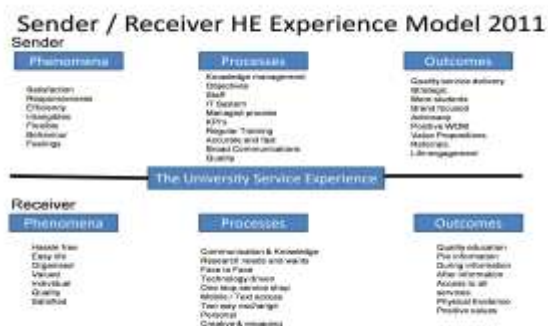


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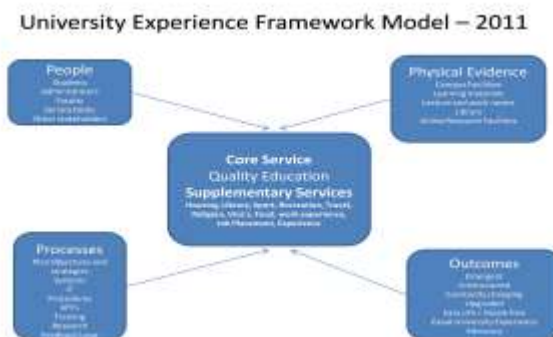
APPENDIX B

Below are three conceptual models developed using dialectical inquiry amongst staff and students across six UK universities (60n) as presented in my PhD.

Sender / Receiver Experience Model, 2011



University Experience Framework Model: 2011



The University Gap Model 'University as a service experience' 2011

