



AMBA & BGA

# GLOBAL CONFERENCE

BERLIN, GERMANY



INTERCONTINENTAL BERLIN | 18-21 MAY 2025





# THE PROGRAMME EXCELLENCE CONFERENCE

**22-23 SEPTEMBER 2025  
KRAKOW, POLAND**

**Mapping the ultimate learning journey**

The inaugural AMBA & BGA Programme Excellence Conference will guide business school staff in designing future-ready curricula, recruiting the best students and delivering lifelong learning experiences

Through keynotes, case studies and workshops, it will explore adaptable, high-impact programmes that meet evolving student expectations, integrate faculty development and shape the future of business education

[www.amba-bga.com/events/  
programme-excellence-conference-2025](http://www.amba-bga.com/events/programme-excellence-conference-2025)





# Willkommen in Berlin!



## Welcome to the AMBA & BGA Global Conference 2025

On behalf of the entire AMBA & BGA team, I would like to extend a very warm welcome to this year's Global Deans & Directors Conference here in Germany, in the vibrant capital city of Berlin.

Despite increasing economic, environmental and geopolitical uncertainties around the world, I am very pleased to say that 2024 was another record year for AMBA & BGA. The AMBA-accredited schools network now stands at 297 schools and the BGA school network continues to achieve rocket growth, with over 320 member schools joining in just six years since BGA's launch in 2019. In addition, with 62 schools having also already achieved BGA accreditation, BGA is now firmly establishing itself as the fourth 'Big 4' international membership and accreditation business school brand, alongside AMBA, AACSB and EFMD.

Once again, this year we have created a diverse and stimulating programme of presentations, discussions and networking opportunities. Presentation topics range from the future of leadership and business education, enriching experiential learning with gen AI, skills for future leaders, AI innovation and integrity, standing up for your values to navigate a new world order, how business schools are owning disruption, candidate preferences and student mobility,

and a 'future-fit' business education. We are proud to welcome delegates and speakers from all six continents, reflecting the AMBA & BGA network of schools, which now spans over 90 countries.

Recognising the importance of networking to you all, we have once again chosen two beautiful and distinctive dinner venues – the historical and stunning Orangerie, Charlottenburg on Monday evening and the stylish and contemporary AXICA on Tuesday evening.

I would like to thank all of our partners and sponsors, who help showcase product and service innovations in our industry, at a time when the importance of new product innovation is more important than ever.





# NETWORKING: EVENINGS



## ORANGERIE CHARLOTTENBURG MONDAY 19 MAY

Following the first day of the conference on Monday evening the Orangerie Charlottenburg will be the setting for an informal evening reception.

Exuding an air of elegance and nostalgia, this light-filled building set in the grounds of the last remaining palace in Berlin will make a stunning backdrop for guests to enjoy drinks and a variety of fresh, innovative dishes designed to be enjoyed as part of your networking experience.



## ORANGERIE CHARLOTTENBURG

MONDAY 19 MAY | 19.30-21.30

Please meet in the InterContinental hotel lobby at 18.50 to board buses to the Orangerie Charlottenburg.

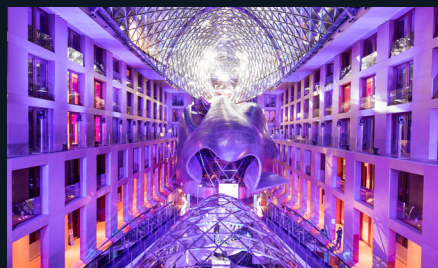


## AXICA TUESDAY 20 MAY

Situated in the heart of Berlin right by the iconic Brandenburg Gate, AXICA will be the venue for a more formal dinner on Tuesday evening. Designed by renowned architect Frank O. Gehry this is one of the most exclusive addresses in Berlin.

Following welcome drinks in the foyer, guests will take their seats under the stunning glass roof of the forum to enjoy a menu that blends regional flavours with innovative cuisine, offering a unique culinary experience that reflects the spirit of Berlin.


Please meet in the InterContinental hotel lobby at 18.20 to board buses to AXICA.



## AXICA

TUESDAY 20 MAY | 19.00-22.00

## SPONSORED BY

 **BERLIN SCHOOL OF  
BUSINESS & INNOVATION**

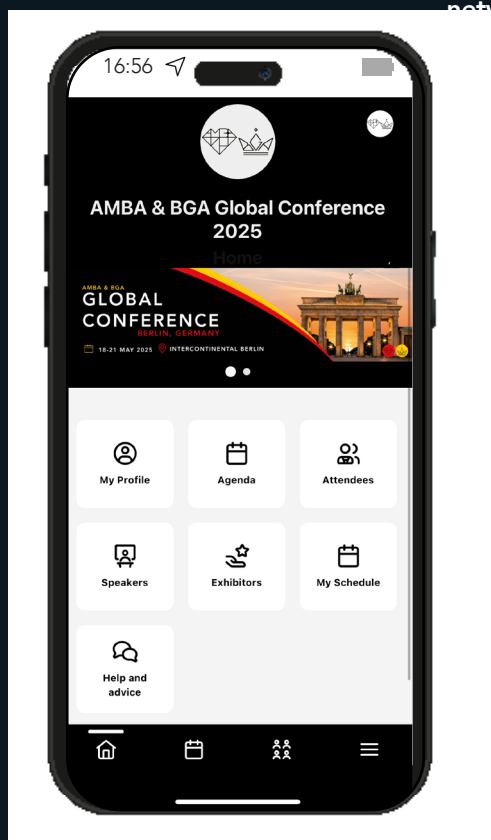
## TRANSPORT INFORMATION

Buses will pick up and return guests to the InterContinental Berlin Hotel only. For those staying at other hotels, please allow enough travel time to ensure that you arrive at the InterContinental Hotel at the specified time to board the buses.



# NETWORKING: ONLINE

Scan the QR code to download the AMBA & BGA networking app powered by Cvent



To ensure high-quality networking and meaningful conversations between all attendees, AMBA & BGA has chosen to facilitate interactions at the conference by using the Cvent platform.

The platform allows attendees to create and automate the scheduling of qualified face-to-face meetings, while also allowing for off-the-cuff conversations. The platform also offers attendees the option to manage their profile, event schedule and search content within the app.

Please download the app using the QR code to interact with fellow attendees and enjoy the following benefits during the course of the event:

**Meetings** – arrange your own onsite meetings and personalise your agenda to make the most of every minute of your entire event experience.

**Edit your profile** and choose if you are visible on the attendee list.

**Search content**, such as the event schedule, sessions, speaker information and details about exhibitors.

**View your personal schedules**, with the ability to manage and modify your registration and enroll in sessions.

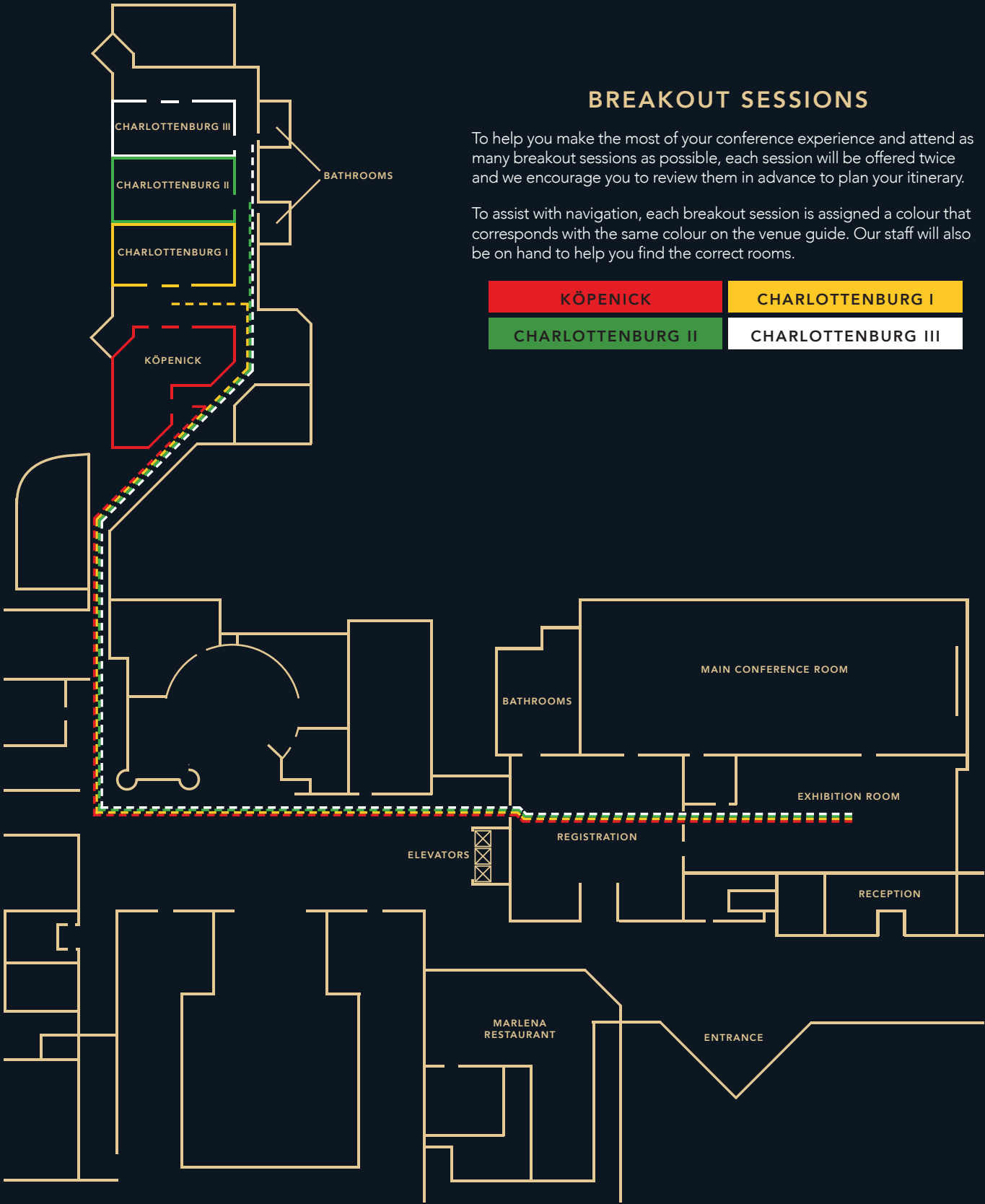
**1:1 messaging** between fellow attendees for further networking.

**Enjoy a single, unified event experience** across all devices, including desktops and the event app.

- **Manage timeslots and meeting areas** – pre-schedule timeslots and meeting areas, determine who you would like to meet and let the magic happen.

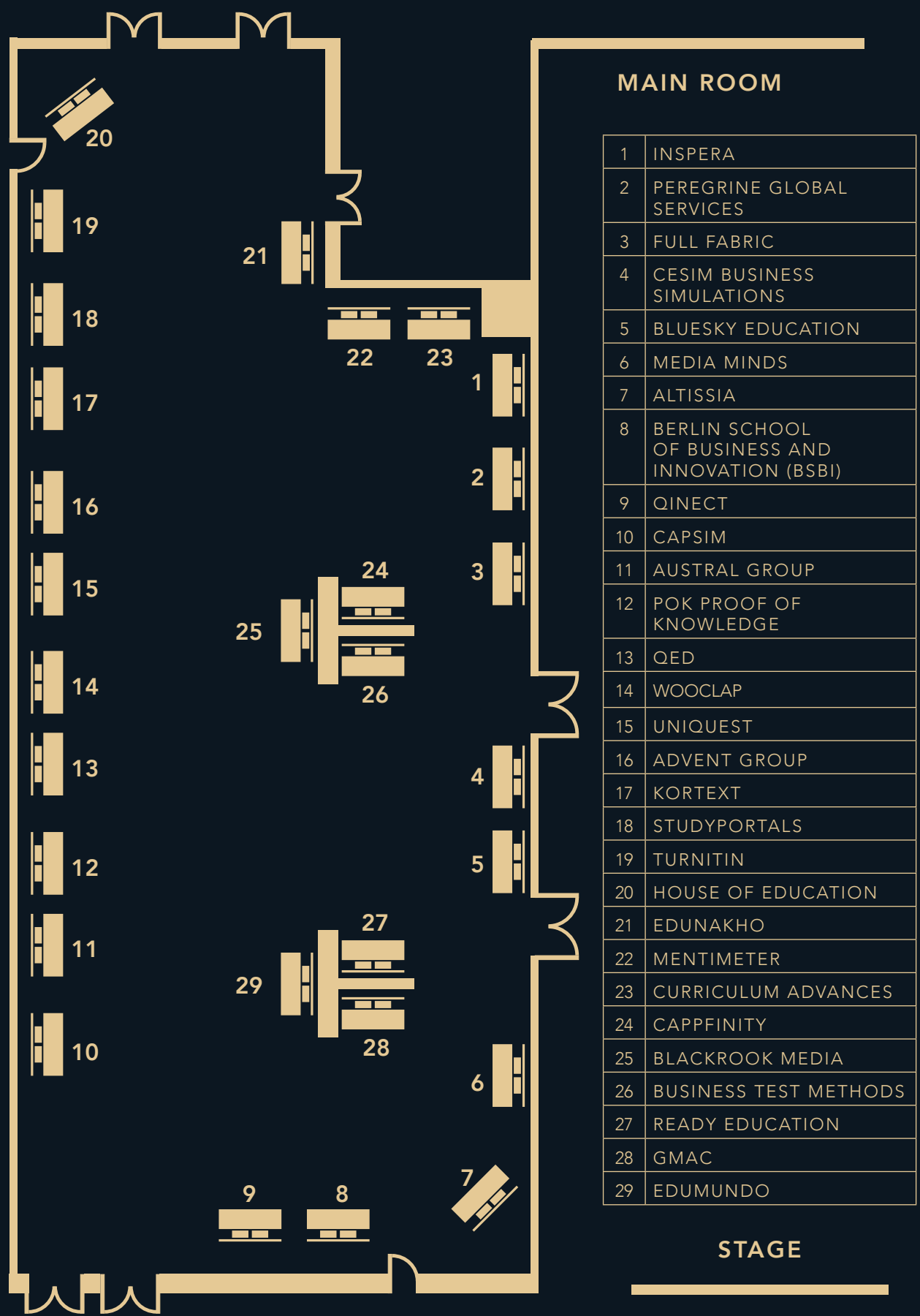


# VENUE GUIDE





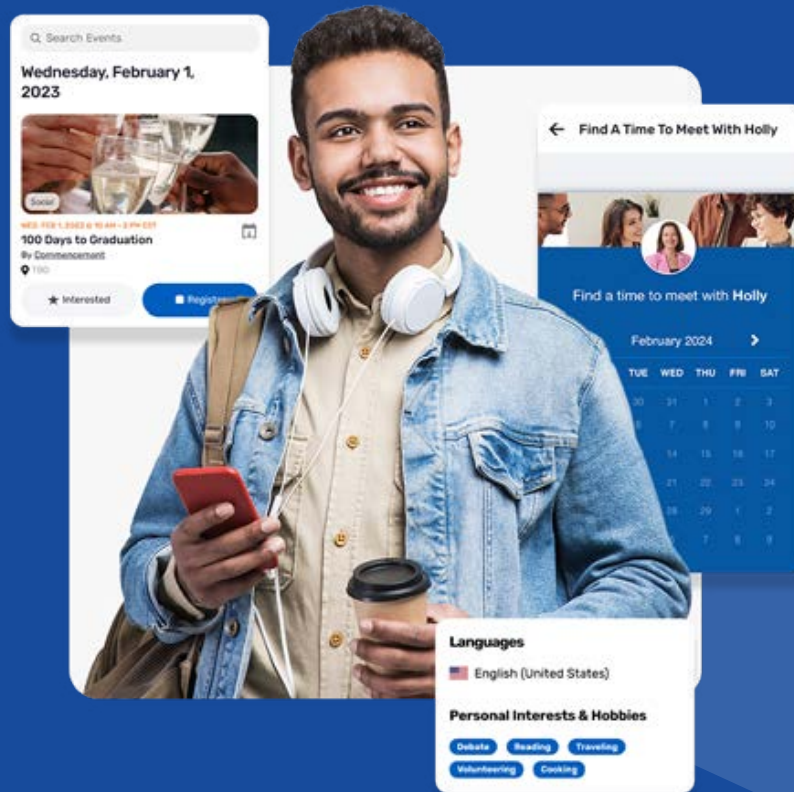
# EXHIBITOR FLOOR GUIDE







# Providing the platform that students use every day to be successful



Take your digital experience to the next level  
with our student experience platform that  
simplifies the path to excellence

- ✓ Centralised one-stop-shop
- ✓ Audience-targeted hubs
- ✓ Integrations with key systems
- ✓ Admin workflow automation
- ✓ Campus-wide communications
- ✓ Career opportunities centre
- ✓ Student club and event management
- ✓ Connect with students, staff, and alumni

---

Learn more at [www.ReadyEducation.com](https://www.ReadyEducation.com)

# PROGRAMME **CONTENT**

## MONDAY 19 MAY

12.00-13.00	Registration and networking lunch	
13.00-13.15   MAIN ROOM	WELCOME – Global Conference 2025	
<b>SPEAKER</b> <b>Andrew Main Wilson</b> Chief Executive, AMBA & BGA		<b>SPEAKER</b> <b>Wendy Loretto</b> Professor of Organisational Behaviour, University of Edinburgh Business School, and Chair of AMBA & BGA
13.15-13.50   MAIN ROOM	KEYNOTE: The future of leadership and business education	
Get a top employer's perspective on the need for business schools to adapt to evolving industry demands and develop leaders who thrive in uncertainty in this session with Kevin Ellis CBE.		
Ellis will explore the skills MBA employers seek, the impact of AI on the workforce and the role of business education in driving social mobility. He will also offer further insights into how business schools can shape the next generation of diverse, future-ready professionals, in an interview following his keynote address.		
<b>SPEAKER</b> <b>Kevin Ellis</b> Former Senior Partner with responsibility for EMEA, PwC UK		
13.50-14.25   MAIN ROOM	KEYNOTE: Enriching experiential learning with gen AI: fostering soft skills and qualitative insight in a business simulation context	
This session will introduce two new AI-driven enhancements to simulation-based experiential learning: an AI coach that supports soft skill development during team-based activities and an AI decision analyst that promotes deeper critical thinking by providing feedback on students' context-specific responses. It will also share adoption and impact insights from the successful launch last year of "the tireless teaching assistant".		
This session will also present first-hand experiences from courses involving more than 100 students, illustrating how AI coaches can address intrapersonal and interpersonal needs, thereby enhancing both individual and team dynamics.		
You will discover fresh perspectives on the evolving role of AI in delivering student-centred, faculty-friendly learning experiences that develop critical managerial competencies. Join in for a forward-looking exploration of how AI can elevate teaching strategies and learning and development outcomes.		
<b>SPEAKER</b> <b>Olivier Malafronte</b> Coach & Lecturer, Research in Management Group, Université Côte D'Azur		<b>SPEAKER</b> <b>Veijo Kyosti</b> CEO, Cesim Business Simulations
		



## BREAKOUT SESSIONS

To help you make the most of your conference experience and attend as many breakout sessions as possible, each session will be offered twice and we encourage you to review them in advance to plan your itinerary.

To assist with navigation, each breakout session is assigned a colour that corresponds with the same colour on the venue guide. Our staff will also be on hand to help you find the correct rooms.

KÖPENICK

CHARLOTTENBURG I

CHARLOTTENBURG II

CHARLOTTENBURG III

SELECT A SESSION TO ATTEND FROM THE FOLLOWING FOUR OPTIONS

14.30-15.15

### CHARLOTTENBURG II

**The MBA Director's Club launch event – for all MBA, EMBA, MBM, DBA Directors from AMBA-accredited business schools – BY INVITATION ONLY**

The MBA director's role in an AMBA-accredited business school is rewarding and demanding in equal measure, dealing with both operational and strategic decisions. As the only global accrediting body to focus on the MBA programme, we want to better support you in your roles and are delighted to announce the launch of our MBA Director's Club.

Our launch event will share insights from our global MBA Directors Survey 2025, unveiling the motivations, joys and challenges of this unique role in our top business schools.

To fully immerse you with this community, a speed networking session will then give you a helping hand to connect with your colleagues!

#### SPEAKER

**Debbie Kemp**

Head of Membership, AMBA & BGA

### CHARLOTTENBURG III

**Strategic priorities and concerns for deans**

Against a backdrop of increasing pressure on business schools, this deans-only session will explore some of the main issues around the strategic positioning, opportunities and challenges of leading a vibrant and successful school.

This highly interactive session will use AMBA & BGA data to pinpoint key global market trends and open up a discussion about what matters to you as deans and ways in which AMBA & BGA can best support your needs.

#### SPEAKER

**Wendy Loretto**

Professor of Organisational Behaviour and former Dean, University of Edinburgh Business School, AMBA & BGA Chair

### KÖPENICK

**Transforming the student journey into a growth strategy**

Today's universities and business schools are under immense pressure to meet rising student expectations, outpace global competition and adapt to rapidly evolving technologies.

This session explores how reimagining the entire student lifecycle – from first enquiry all the way through to graduation – can transform institutional growth.

#### SPEAKER

**Tânia Roquette**

Vice President, Full Fabric

#### SPEAKER

**Oliver Matthews**

Founder, 4Uni Solutions

 **fullfabric**

### CHARLOTTENBURG I

**From classroom to career: bridging the skills gap with digital credentials**

In today's evolving workforce, digital verifiable credentials are key to bridging the gap between education and employment. This session explores how institutions can use blockchain-powered credentials to equip learners with job-ready skills, driving student success and institutional growth. It will look at strategies to quantify economic mobility by tracking graduate career progression, boost course completion through strategic credentialing, and attract new students by using shared credentials as organic marketing tools.

The session also covers how to optimise learning pathways, harness engagement metrics, and ensure trust and security through blockchain-backed systems. Discover how data-driven credentialing can help close the skills gap, enhance employability, and future-proof student success in a rapidly changing job market.

#### SPEAKER

**Tomas Mindlin**

Co-founder & CEO  
POK Proof of Knowledge

#### SPEAKER

**Micaela Lezica**

Co-founder & CPO  
POK Proof of Knowledge

 **pok**

15.15-15.45

Networking and refreshment break

15.45-16.20   MAIN ROOM	KEYNOTE: The new leadership playbook: skills for future leaders
<p>As technology accelerates, societal expectations shift and global challenges grow, tomorrow's leaders must act more like changemakers. In his keynote, ESMT Berlin president Jörg Rocholl will outline the key knowledge and skills future leaders need and how business schools must adapt to equip students with them.</p> <p>Drawing from the ESMT Berlin Strategy 2030, he will discuss how institutions must integrate entrepreneurial thinking, technological foresight, social impact, geopolitical awareness and sustainability leadership into their learning models.</p> <p>Rocholl will highlight the need for innovative programme structures, experiential learning, and lifelong education pathways to ensure that business schools not only prepare students for success, but also actively drive positive transformation in business and society.</p> <p>This session will provide essential insights for deans and directors on shaping the next generation of impactful, responsible and future-ready leaders.</p>	
<p><b>SPEAKER</b>  <b>Jörg Rocholl</b>  President, ESMT Berlin</p>	

SELECT A SESSION TO ATTEND FROM THE FOLLOWING FOUR OPTIONS		16.25-17.10	
<div>CHARLOTTENBURG II</div> <div>Syntea: the AI revolution transforming education</div> <div> <p>Discover how an AI teaching assistant can revolutionise student engagement and academic achievement.</p> <p>This session delves into the case of Syntea, an award-winning tool that draws inspiration from the Socratic method to offer a tailored learning experience encompassing on-demand Q&amp;A, pre-assessment diagnostics, an innovative exam trainer and more.</p> <p>Functioning around the clock, Syntea's conversational UI integrates smoothly, providing immediate assistance to students, while empowering educators by automating routine enquiries and enriching educational resources through valuable data-driven insights. This pivotal AI investment not only elevates academic support, but also equips both faculty and students to thrive in today's dynamic academic ecosystem.</p> </div> <div> <p><b>SPEAKER</b>  <b>Kunal Saigal</b>  Deputy Vice-Rector International, IU International University of Applied Sciences</p> </div>		<div>CHARLOTTENBURG III</div> <div>Research review and membership overview – exclusive insights from AMBA &amp; BGA</div> <div> <p>Join us as we unveil brand-new research on the biggest challenges facing business schools globally. Discover how graduates feel about their MBA experience and their views on lifelong learning, plus get the latest insights from our <i>Application and Enrolment</i> report.</p> <p>In the second half of the session we will give an overview of AMBA &amp; BGA's membership offering – including a showcase of the key benefits of our brand-new membership platform.</p> </div> <div> <div> <p><b>SPEAKER</b>  <b>Ellen Buchan</b>  Insight, Content &amp; PR Manager, AMBA &amp; BGA</p> </div> <div> <p><b>SPEAKER</b>  <b>Leonora Clement</b>  Head of Marketing and Communications, AMBA &amp; BGA</p> </div> </div> <div> <p><b>SPEAKER</b>  <b>Victor Hedenberg</b>  Membership Director, AMBA &amp; BGA</p> </div>	
<div>KÖPENICK</div> <div>Navigating the future: innovation and integrity in the age of AI</div> <div> <p>The rise of breakthrough technologies in education brings unprecedented opportunities to enhance learning, while also presenting critical challenges – particularly around academic integrity. As the lines blur, institutions must adopt clear strategies and innovative solutions to uphold integrity and ensure learning outcomes are met. This session explores Turnitin's new global research, <i>Crossroads: Navigating the Intersection of AI and Academia</i>, and examines how technology is transforming education.</p> <p>The session will examine how to rethink assessment strategies, integrate responsible AI and technology practices, and drive meaningful student outcomes through practical solutions. Drawing on over 25 years of expertise, Turnitin will offer insights to help institutions confidently navigate this evolving landscape and make the most of emerging technologies in support of academic excellence.</p> </div> <div> <p><b>SPEAKER</b>  <b>Divia Lorenz</b>  Solutions Engineer, Turnitin</p> </div> <div>  </div>		<div>CHARLOTTENBURG I</div> <div>Redefining deep learning in the AI era</div> <div> <p>Are you concerned that increased reliance on AI might be making students less inclined to engage in deep, critical thinking?</p> <p>This interactive session will examine how business schools can leverage AI and engagement tools to enhance, not replace, critical thinking – a skill essential for leadership in the modern business world.</p> </div> <div> <p><b>SPEAKER</b>  <b>Julia Arvidsson</b>  Faculty Development and Student Engagement Advisor, Mentimeter</p> </div> <div>  </div>	



17.15-17.50   MAIN ROOM	<b>KEYNOTE: Standing up for your values: how business schools can navigate a new world order</b>
<p>As the head of a business school, the dean embodies the core values of the institution. They are responsible for navigating political and economic pressures. They are the frontline for stakeholder engagement. They defend academic freedom and ensure research funding. They uphold commitments to diversity and inclusion. They promote ethical leadership and social responsibility.</p> <p>This thought-provoking keynote analyses the evolving real-world challenges that business schools face, providing a communications toolkit to help deans and senior staff to successfully uphold the core values, culture and reputation of their business school.</p>	
<div><div><b>SPEAKER</b> <b>Matt Symonds</b> CEO, BlueSky Education</div><div>BLUESKY&gt;EDUCATION</div></div>	
19.00-22.00 (including travel time)	<b>Evening reception at The Orangerie Charlottenburg</b>

Turnitin in session:



Navigating the future:

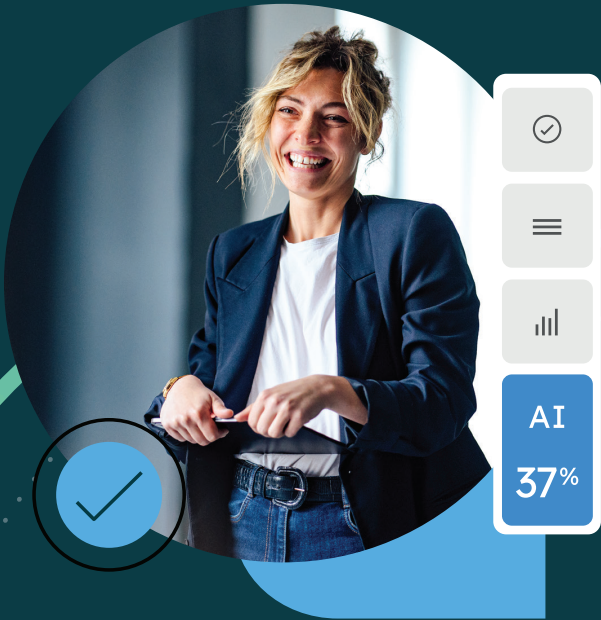
# Innovation and integrity in the age of AI

In this session, we'll unveil Turnitin's new global research 'Crossroads'.

Monday 19 May • 16.25 – 17.10  
Tuesday 20 May • 14.30 – 15.15

with Divia Lorenz  
Solutions Engineer

[turnitin.com](https://turnitin.com)



# PROGRAMME CONTENT

TUESDAY 20 MAY

07.45-09.00   MAIN ROOM		SHOWCASING SESSION	
In this session, deans from AMBA & BGA business schools in China will present one distinctive feature of their institution that differentiates them in the market within China and/or internationally. This intensive briefing will showcase unique aspects of business education in China through the lens of more than a dozen Chinese deans. Their brief keynotes will boil down the essentials of the strategic vision and specialisation of each institution into a single characteristic. The briefing will present a series of insightful takeaways and attendance is an absolute must for all international delegates who are looking to develop partnerships with Chinese institutions.			
HOST Zhongming Wang International Adviser for China, AMBA & BGA, Zhejiang University		HOST George Iliev Accreditation Director and Director of Strategic Projects & Innovation, AMBA & BGA	SPEAKER Wendy Loretto Professor of Organisational Behaviour, University of Edinburgh Business School, and Chair of AMBA & BGA
09.00-09.35   MAIN ROOM		KEYNOTE: From shock to strength: how business schools are owning disruption	
Disruption is no longer an occasional challenge – it’s the new normal. From financial crises and geopolitical instability to post-pandemic shifts and evolving student demands, business schools are being forced to adapt at an unprecedented pace. But those that embrace disruption aren’t just surviving – they’re setting the agenda for the future of business education.			
In this discussion panellists will share their experiences of turning crisis into opportunity. Hear how institutions across different regions are innovating in response to financial pressures, political turbulence and rapidly shifting markets. Expect candid insights, bold strategies and honest perspectives on what it takes to adapt and lead with confidence in uncertain times.			
CHAIR Joanne Powell Head of Advisory Services, QED			
PANELLIST Melani Machinea Executive Dean, Business School, Universidad Torcuato Di Tella	PANELLIST Abir Sinno Director of Strategic Initiatives & Continuous Improvement, Suliman S Olayan School of Business at American University of Beirut	PANELLIST Olayinka David-West Dean and Professor of Information Systems, Lagos Business School, Pan-Atlantic University	PANELLIST Morris Mthombeni Dean, Gordon Institute of Business Science (GIBS)
09.35-09.40   MAIN ROOM		Secret Cinema	
09.40-10.05   MAIN ROOM		KEYNOTE: AMBA & BGA activity update and strategy presentation	
Discover some of the past year’s most impressive ideas in management education with AMBA & BGA’s Chief Executive and hear his thoughts on key market trends for the next five years. This session will also provide delegates with an update on AMBA & BGA’s current performance and plans for the future, as well as an exploration of its positioning in key international markets.			
SPEAKER Andrew Main Wilson Chief Executive, AMBA & BGA			
10.05-10.40   MAIN ROOM		KEYNOTE: Shifting dynamics in candidate preferences and student mobility	
This session will explore the latest research findings and global market insights from the Graduate Management Admission Council (GMAC).			
It will discuss how current global dynamics are impacting candidate pipelines, mobility, school strategies and the management education sector as a whole.			
It will also be an opportunity to consider how these shifts will affect the year ahead and pose important questions that schools should keep front of mind.			
SPEAKER Joy Jones CEO, GMAC			
<div>Graduate Management Admission Council</div>			
10.40-11.10		Networking and refreshment break	



## BREAKOUT SESSIONS

SELECT A SESSION TO ATTEND FROM THE FOLLOWING FOUR OPTIONS

11.15-12.00

### CHARLOTTENBURG II

#### Green business transformation & leadership development: The Silk Road Network

Active since 2014, the Silk Road Entrepreneurship Education Network promotes partnerships and joint initiatives among business schools using a mixture of collaborative platforms and workshops.

In this session, deans and professors from business schools in Asia, Europe and Latin America will present their latest progress with regards to capacity building and teaching in the areas of sustainable entrepreneurship and leadership development. This will encompass research projects, best practices and sustainable management models.

The session will also emphasise the value of green business transformation in the context of leadership development and highlight programme upgrading strategies.

#### SPEAKER

**Zhongming Wang**

International Advisor for China, AMBA & BGA

#### PANELLIST

**Ignacio Bartesaghi**

Director of the International Office of the UCU Business School

#### PANELLIST

**Jun Qi**

Associate Dean, School of Management, Jinan University

#### PANELLIST

**Kenji Yokoyama**

Dean of External relations, NUCB Business School

#### PANELLIST

**Yangao Xiao**

Associate Dean, Management & Economics School, Electronic University of Science & Technology of China

### CHARLOTTENBURG III

#### Maximising accreditation opportunities with AMBA & BGA

This session will begin with an introduction to the Business Graduates Association (BGA), AMBA's sister brand, exploring its distinctive features and the opportunities available through membership, validation and accreditation. Learn how eligible business schools can benefit from holding both AMBA and BGA accreditation and how these pathways can complement each other.

The second part of the session will focus on AMBA accreditation, outlining key criteria, common challenges and best practices for a successful assessment. Whether your school is seeking initial accreditation or preparing for re-accreditation, you'll gain practical guidance on demonstrating strengths to peer review panels.

Ideal for business schools at any stage of the accreditation journey, this session will provide valuable insights to enhance your institution's credibility and global positioning.

#### SPEAKER

**Mark Stoddard**

Director of Accreditation and Director of BGA Services, AMBA & BGA

#### SPEAKER

**Steef van de Velde**

Former Dean and Professor of Operations Management and Technology, Rotterdam School of Management, Erasmus University (RSM)

### KÖPENICK

#### 2025's most in-demand skills: personalising learning to give business graduates a competitive edge

As business education evolves, integrating industry-relevant skills into academic programmes is key to meeting rising student expectations. Cappfinity, a global leader in talent lifecycle management, will share insights from global skills data, highlighting the most in-demand capabilities shaping the future of work.

Manchester Metropolitan University Business School, winner of the AMBA & BGA Best Innovation Strategy Award 2024, will also present its approach to skills development across undergraduate, postgraduate, and MBA programmes. The session will explore the impact of these initiatives, key insights, and innovation challenges. Attendees will gain valuable, evidence-based perspectives on current trends in skills development at global, national, and institutional levels – essential for academic leaders focused on preparing students for the future world of work.

#### SPEAKER

**Celine Floyd**

Chief Skills Officer, Cappfinity

#### SPEAKER

**Abi Parker**

Global Talent & Leadership Specialist | Diversity & Inclusion Advocate, Cappfinity

#### SPEAKER

**Emma Holt**

Reader (Associate Professor) in Professional Education, Manchester Metropolitan University

#### SPEAKER

**Anastasia Kynighou**

Reader (Associate Professor) in HRM, MBA Director, Manchester Metropolitan University

**Cappfinity**

### CHARLOTTENBURG I

#### Quick & effective formative assessment techniques

Formative assessment is crucial for providing timely feedback to students, monitoring their learning, and adapting instruction to enhance understanding. This session will explore practical and efficient formative assessment techniques that professors can readily implement to gauge student comprehension in real-time.

It will delve into methods that offer immediate feedback, promote low-stakes engagement, and help both students and instructors track learning progress effectively. Discover how formative assessments, distinct from summative evaluations, can pinpoint areas needing further attention and inform teaching strategies. Learn how utilising tools like Wooclap can seamlessly integrate quizzes, polls, and interactive questions into your lessons, fostering student participation self-regulation, and ultimately, improved learning outcomes.

#### SPEAKER

**Annelies Dejonckheere**

Head of Expansion, Wooclap

#### SPEAKER

**Antoine Moulin**

EdTech International Business Developer, Wooclap

**wooclap**

12.05-12.40   MAIN ROOM		KEYNOTE: Towards a future-fit business education	
As we navigate an era of rapid disruption and global challenges, business schools must redefine their role in shaping the future to foster progress. Transcend, ESSEC Business School's strategic plan for 2024-2028, envisions a future-fit transformative education that cultivates intellectual agility, transdisciplinarity, inclusive and impactful leadership. By reinventing the management playbook, ESSEC aims to empower decision-makers who can drive economic and societal transformation. Breaking traditional academic silos, the school deepens collaborations with corporations and global institutions to tackle complex challenges and offer positive solutions.			
With a commitment to academic freedom, excellence, relevance and a multicultural approach, ESSEC strives to build a new generation of leaders equipped to co-create disruptive models at the heart of value creation for shared progress. Join us in shaping business education that transcends boundaries, inspires innovation and redefines leadership for a thriving, resilient world.			
<b>SPEAKER</b> <b>Vincenzo Esposito Vinzi</b> Dean and President, ESSEC Business School			
SELECT A SESSION TO ATTEND FROM THE FOLLOWING FOUR OPTIONS			12.45–13.30
CHARLOTTENBURG II		CHARLOTTENBURG III	
Strategic priorities and concerns for business school deans		The MBA Director's Club – working together to drive excellence in MBA programmes – BY INVITATION ONLY	
Against a backdrop of increasing pressure on business schools, this deans-only session will explore some of the main issues around the strategic positioning, opportunities and challenges of leading a vibrant and successful school.  This highly interactive session will use AMBA & BGA data to pinpoint key global market trends and open up a discussion about what matters to you as deans and ways in which AMBA & BGA can best support your needs.		Part two of our MBA Directors' Club launch will focus on a discussion around key challenges facing MBA Directors in 2025. Specifically, this highly interactive session will discuss failures, lessons learned and best practices in relation to the top three challenges identified in the MBA Directors Survey 2025.  The aim is to foster knowledge sharing to address industry and societal trends in MBA education in pursuit of delivering meaningful value to the MBA community and enhancing professional growth for students and faculty.  The session will conclude with an open discussion about ways in which AMBA can best support your needs and how we can stay connected as a community.	
<b>SPEAKER</b> <b>Wendy Loretto</b> Professor of Organisational Behaviour, University of Edinburgh Business School, and Chair of AMBA & BGA		<b>SPEAKER</b> <b>Debbie Kemp</b> Head of Membership, AMBA & BGA	
KÖPENICK		CHARLOTTENBURG I	
From classroom to career: bridging the skills gap with digital credentials		Transforming the student journey into a growth strategy	
In today's evolving workforce, digital verifiable credentials are essential for bridging the gap between education and employment. This session explores how institutions can leverage blockchain-powered credentials to empower learners with verifiable, job-ready skills, driving both student success and institutional growth. It will explore strategies to quantify economic mobility by tracking graduate career progression, boost course completion rates through strategic credentialing, and leverage shared credentials as organic marketing tools to attract new students.  The session will also cover how to optimise learning pathways, harness engagement metrics, and ensure security and trust through blockchain-backed credentials. Join in to discover how data-driven credentialing strategies can help your institution close the skills gap, enhance employability, and future-proof learner success in a rapidly changing job market.		Today's universities and business schools are under immense pressure to meet rising student expectations, outpace global competition and adapt to rapidly evolving technologies.  This session explores how reimagining the entire student lifecycle – from first enquiry all the way through to graduation – can transform institutional growth.	
<b>SPEAKER</b> <b>Tomas Mindlin</b> Co-founder & CEO POK Proof of Knowledge	<b>SPEAKER</b> <b>Micaela Lezica</b> Co-founder & CPO POK Proof of Knowledge	<b>SPEAKER</b> <b>Tânia Roquette</b> Vice president, Full Fabric	<b>SPEAKER</b> <b>Oliver Matthews</b> Founder, 4Uni Solutions
			
13.30-13.45   MAIN ROOM		Optional: Certificate celebration for AMBA & BGA newly accredited & re-accredited schools	
13.30-14.30		Networking lunch	



## Simplify Assessment with Peregrine

Managing learning outcomes assessment and accreditation requirements can be overwhelming, but Peregrine simplifies these processes, empowering you to drive continuous improvement and meet AMBA & BGA accreditation requirements.

- Customizable to program learning outcomes.
- Benchmarking with up to five comparative aggregates in one report.
- Access 16 in-depth reports plus raw data for deeper insights.
- Fully online, easy to implement, and scalable for any institution.



### Contact Us

[www.PeregrineGlobal.com](http://www.PeregrineGlobal.com) | [Info@PeregrineGlobal.com](mailto:Info@PeregrineGlobal.com)

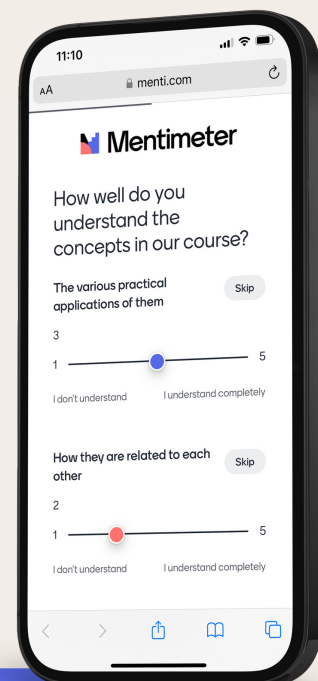


**PEREGRINE**  
GLOBAL SERVICES

Mentimeter is an engagement tool with a clear goal in mind - to increase learning effectiveness in lectures and seminars.

Mitigate distractions, gauge understanding, and provide actionable insights to improve learning.

Come by our booth or visit [mentimeter.com](http://mentimeter.com) to learn more.



# THE EVERYDAY ENGAGEMENT TOOL.

## CHARLOTTENBURG II

**Research review and membership overview – exclusive insights from AMBA & BGA**

Join us as we unveil brand-new research on the biggest challenges facing business schools globally. Discover how graduates feel about their MBA experience and their views on lifelong learning, plus get the latest insights from our application and enrolment report.

In the second half of the session we will give an overview of AMBA & BGA's membership offering – including a showcase of the key benefits of our brand-new membership platform

**SPEAKER****Ellen Buchan**

Insight, Content & PR  
Manager, AMBA & BGA

**SPEAKER****Leonora Clement**

Head of Marketing and  
Communications,  
AMBA & BGA

**SPEAKER****Victor Hedenberg**

Membership Director, AMBA & BGA

## KÖPENICK

**Redefining deep learning in the AI era**

Are you concerned that increased reliance on AI might be making students less inclined to engage in deep, critical thinking?

Join this interactive session on how business schools can leverage AI and engagement tools to enhance, not replace, critical thinking – a skill essential for leadership in the modern business world.

**SPEAKER****Julia Arvidsson**

Faculty Development and  
Student Engagement Advisor,  
Mentimeter



## CHARLOTTENBURG III

**Syntea: the AI revolution transforming education**

Discover how an AI teaching assistant can revolutionise student engagement and academic achievement.

This session delves into the case of Syntea, an award-winning tool that draws inspiration from the Socratic method to offer a tailored learning experience encompassing on-demand Q&A, pre-assessment diagnostics, an innovative exam trainer and more.

Functioning around the clock, Syntea's conversational UI integrates smoothly, providing immediate assistance to students, while empowering educators by automating routine enquiries and enriching educational resources through valuable data-driven insights. This pivotal AI investment not only elevates academic support, but also equips both faculty and students to thrive in today's dynamic academic ecosystem.

**SPEAKER****Kunal Saigal**

Deputy Vice-Rector International, IU International University of  
Applied Sciences

## CHARLOTTENBURG I

**Navigating the future: innovation and integrity in the age of AI**

The rise of breakthrough technologies in education brings unprecedented opportunities to enhance learning, while also presenting critical challenges—particularly around academic integrity. As the lines blur, institutions must adopt clear strategies and innovative solutions to uphold integrity and ensure learning outcomes are met. This session will explore Turnitin's new global research, *Crossroads: Navigating the Intersection of AI and Academia*, and examine how technology is transforming education.

It will rethink assessment strategies, integrate responsible AI and technology practices, and drive meaningful student outcomes through practical solutions. Drawing on over 25 years of expertise, Turnitin will offer insights to help institutions confidently navigate this evolving landscape and make the most of emerging technologies in support of academic excellence.

**SPEAKER****Divia Lorenz**

Solutions Engineer, Turnitin

**15.20-15.55 | MAIN ROOM****KEYNOTE: India's role in global management education: driving innovation, internationalisation and impact**

India has long been a hub of knowledge and learning, with its management education industry increasingly contributing to the global academic and business landscape.

This session will explore how Indian institutions are collaborating, innovating and creating meaningful contributions to address shared global challenges.

**CHAIR****Shikha Taunk**

Regional Relationship Manager – India,  
AMBA & BGA

**PANELLIST****Himanshu Rai**

Director, Indian Institute of  
Management Indore

**PANELLIST****Bidya Shanker Sahay**

Director, IIM Jammu, Indian  
Institute of Management Jammu

**PANELLIST****Arvind Sahay**

Director, Management  
Development Institute Gurgaon


**PANELLIST****Ajit Arun Parulekar**

Director, Goa Institute of  
Management

15.55-16.25	Networking and refreshment break
-------------	----------------------------------

SELECT A SESSION TO ATTEND FROM THE FOLLOWING FOUR OPTIONS		16.30-17.15	
CHARLOTTENBURG II		CHARLOTTENBURG III	
Maximising accreditation opportunities with AMBA & BGA		Empowering business education with AI: The Silk Road Network	
<p>This session will begin with an introduction to the Business Graduates Association (BGA), AMBA's sister brand, exploring its distinctive features and the opportunities available through membership, validation, and accreditation. Learn how eligible business schools can benefit from holding both AMBA and BGA accreditation and how these pathways can complement each other.</p> <p>The second part of the session will focus on AMBA accreditation, outlining key criteria, common challenges, and best practices for a successful assessment. Whether your school is seeking initial accreditation or preparing for re-accreditation, you'll gain practical guidance on demonstrating strengths to peer review panels.</p> <p>Ideal for business schools at any stage of the accreditation journey, this session will provide valuable insights to enhance your institution's credibility and global positioning.</p>		<p>Global business education has been greatly enhanced since the recent rise of DeepSeek, with a series of empowering approaches fuelled by artificial intelligence (AI) proposed and explored by business schools in China.</p> <p>In this session, deans and directors will discuss the adoption of generative AI in research, teaching and applications, as well as AI leadership development modelling. In so doing, it will present case studies and best practices around institutional strategy.</p> <p>The session will also delve into new processes of AI transformation in the context of leadership development, with perspectives from China's Belt and Road Initiative.</p>	
<b>SPEAKER</b> <b>Mark Stoddard</b> Director of Accreditation and Director of BGA Services, AMBA & BGA	<b>SPEAKER</b> <b>Steef van de Velde</b> Former Dean and Professor of Operations Management and Technology, Rotterdam School of Management, Erasmus University (RSM)	<b>SPEAKER</b> <b>Zhongming Wang</b> International Advisor for China, AMBA & BGA, Zhejiang University, China	<b>SPEAKER</b> <b>Xiaolan Yang</b> Dean of Business School, Shanghai Foreign Studies University
		<b>SPEAKER</b> <b>Paulo Esperança</b> Associate Dean of Business School, City University of Macau	<b>SPEAKER</b> <b>Haijun Wang</b> Associate Dean, Huazhong University of Science Technology
KÖPENICK		CHARLOTTENBURG I	
Quick & effective formative assessment techniques		2025's most in-demand skills: personalising learning to give business graduates a competitive edge	
<p>Formative assessment is crucial for providing timely feedback to students, monitoring their learning, and adapting instruction to enhance understanding. This session will explore practical and efficient formative assessment techniques that professors can readily implement to gauge student comprehension in real-time. It will delve into methods that offer immediate feedback, promote low-stakes engagement, and help both students and instructors track learning progress effectively.</p> <p>Discover how formative assessments, distinct from summative evaluations, can pinpoint areas needing further attention and inform teaching strategies. Learn how utilizing tools like Woodlap can seamlessly integrate quizzes, polls, and interactive questions into your lessons, fostering student participation, self-regulation, and ultimately, improved learning outcomes.</p>		<p>As business education evolves, integrating industry-relevant skills into academic programmes is key to meeting rising student expectations. Cappfinity, a global leader in talent lifecycle management, will share insights from global skills data, highlighting the most in-demand capabilities shaping the future of work.</p> <p>Manchester Metropolitan University Business School, winner of the AMBA &amp; BGA Best Innovation Strategy Award 2024, will also present its approach to skills development across undergraduate, postgraduate, and MBA programmes. The session will explore the impact of these initiatives, key insights, and innovation challenges. Attendees will gain valuable, evidence-based perspectives on current trends in skills development at global, national, and institutional levels—essential for academic leaders focused on preparing students for the future world of work.</p>	
<b>SPEAKER</b> <b>Annelies Dejonckheere</b> Head of Expansion, Woodlap	<b>SPEAKER</b> <b>Antoine Moulin</b> EdTech International Business Developer, Woodlap	<b>SPEAKER</b> <b>Abi Parker</b> Global Talent & Leadership Specialist   Diversity & Inclusion Advocate, Cappfinity	<b>SPEAKER</b> <b>Anastasia Kynighou</b> Reader (Associate Professor) in HRM, MBA Director, Manchester Metropolitan University
		<b>SPEAKER</b> <b>Celine Floyd</b> Chief Skills Officer, Cappfinity	<b>SPEAKER</b> <b>Emma Holt</b> Reader (Associate Professor) in Professional Education, Manchester Metropolitan University
woodlap		Cappfinity	



17.20-17.55   MAIN ROOM	KEYNOTE: Student voice: engagement preferences, technology expectations
<p>This session will highlight key findings from a survey of UK higher education students, offering insights into their perception of engagement and their expectations of technology.</p> <p>Attendees will discover how students prefer to engage and connect, as well as perspectives on the challenges they have faced over the past year. The session will also share examples from top business schools that have adapted their strategies to grow engagement, student success and alumni interaction. The session's overriding aim is to share ideas that you can implement at your institution to enhance the student experience.</p>	
<p><b>SPEAKER</b>  <b>Oltjona (Olta) Mucaj</b>          Senior Account Executive UK &amp; EMEA, Ready Education</p> <p></p>	
18.30-22.30 (including travel time)	Networking dinner at AXICA



# wooclap

Boost **engagement & interactivity.**  
 Boost **learning outcomes.**

The interactive questioning tool created by educators, for educators  
 Learn more at [wooclap.com/](https://wooclap.com/)

- ✓ Class preparation powered by **Wooclap AI** question builder
- ✓ **20+ question types** to choose from (word clouds, polls, brainstorming, etc.)
- ✓ **Integrates** seamlessly in your **digital environment** (your LMS, PowerPoint, Teams, etc.)
- ✓ **Easy** analytics to **track** your students' participation and understanding
- ✓ **High security commitment**  
 Wooclap is ISO 27001 compliant; your classroom data stays private

Foster student participation and measure their level of understanding with Wooclap!



# PROGRAMME CONTENT

WEDNESDAY 21 MAY

09.30-10.05   MAIN ROOM		KEYNOTE: Unlocking deep tech: the untapped opportunity for MBA graduates	
<p>MBA programmes promise transformational career opportunities, but as technology reshapes industries, graduates must explore new frontiers. One of the most overlooked yet high-impact career paths is deep tech commercialisation, where cutting-edge university research transforms into world-changing companies. From AI to medical technology, these spin-offs often struggle to find commercial leadership, as their founders are researchers, not CEOs.</p> <p>This panel will explore how MBA graduates – equipped with general management skills, fundraising expertise and entrepreneurial ambition – are the perfect fit to lead these ventures. With insights from real-world success stories, it will discuss how business schools can bridge the gap between MBAs and deep tech, fostering partnerships with research institutions and investors.</p>			
<p><b>CHAIR</b> <b>Mícheál Collins</b> Co-founder and Managing Director, Business Test Methods</p>			
<p><b>PANELLIST</b> <b>Vidya Iyer</b> Innovation Catalyst, Plush Ventures</p>	<p><b>PANELLIST</b> <b>Adrian Johnson</b> Co-founder, Qinct, Qinct SAS; Adjunct Professor, Programme Director and Mentor, INSEAD</p>	<p><b>PANELLIST</b> <b>José Manuel Esteves de Sousa</b> Dean, Porto Business School</p>	<p><b>PANELLIST</b> <b>Ksenia Yuzhaninova Karadenizli</b> Founding Dean/Executive Director, School of Entrepreneurship and Innovation, Almaty Management University</p>
10.05-10.40   MAIN ROOM		KEYNOTE: the future of business school branding & marketing	
<p>With increasing competition, business schools must adopt cutting-edge branding and marketing strategies to attract top students and industry partners. This panel will explore the latest innovations transforming business school marketing, including AI-driven personalisation, influencer collaborations and immersive storytelling.</p> <p>Experts will discuss:</p> <ul style="list-style-type: none"><li>• AI and data-driven student recruitment</li><li>• Authentic storytelling and brand positioning</li><li>• Creating and gaining buy-in for a value proposition and USPs that have impact</li><li>• Social media trends, influencers and alumni advocacy</li><li>• The rise of sustainability and purpose-driven branding</li><li>• Effective digital advertising and content marketing</li></ul>			
<p><b>CHAIR</b> <b>Robert Pepper</b> MD &amp; Strategy Partner, psLondon ltd</p>	<p><b>PANELLIST</b> <b>Molly Ihlbrock</b> Director of Corporate Communications, ESMT Berlin</p>	<p><b>PANELLIST</b> <b>Vera Huebner</b> Chief Marketing/Chief Sales Officer, Frankfurt School of Finance and Management</p>	<p><b>PANELLIST</b> <b>Ailsa Claxton</b> Head of Insight, London Business School</p>
10.40-11.10		Networking and refreshment break	
11.10-11.45   MAIN ROOM		KEYNOTE: advancing DEI in global business schools	
<p>As business schools face growing expectations to lead by example in shaping inclusive leaders, diversity, equity, and inclusion (DEI) must move from aspiration to action. This session will explore how business school leaders can embed DEI into institutional strategy, leadership structures, and core curricula to reflect the diversity of the global business environment. Drawing on international case studies and lived experiences, it will examine what meaningful progress looks like across different cultural and regional contexts.</p> <p>The session aims to provide leaders with practical insights and peer perspectives to drive sustainable DEI outcomes in their schools and wider communities.</p>			
<p><b>CHAIR</b> <b>Colette Doyle</b> Head of Editorial, AMBA &amp; BGA</p>			
<p><b>PANELLIST</b> <b>Vijaya Bhaskar Marisetty</b> Dean (Academics) and Dr. Ambedkar Chair Professor, Indian Institute of Management Visakhapatnam</p>	<p><b>PANELLIST</b> <b>Beatrice Avolio Alecchi</b> General Director, Centrum PUCP, Pontificia Universidad Católica del Perú</p>	<p><b>PANELLIST</b> <b>Stéphanie Villemagne</b> Chief Development Officer, ESSCA School of Management</p>	<p><b>PANELLIST</b> <b>Saloomah Tabari</b> MBA Programme Director and Lecturer in Marketing and Strategy, Cardiff University</p>

11.45-12.20   MAIN ROOM	KEYNOTE: partnering with industry to achieve large-scale change
<p>This session will share academic and corporate perspectives on an effective and AMBA &amp; BGA award-winning collaboration between the University of Edinburgh Business School and UK bank NatWest Group.</p> <p>In so doing, it will reflect on the ingredients that help partnerships of this kind to succeed, the patience, motivation and commitment required from all parties involved and the benefits that can be enjoyed by a range of stakeholders.</p> <p>Drawing on lessons from a partnership that has equipped more than 63,000 employees with the knowledge, skills and awareness to deliver on NatWest Group's climate ambition, this session will also demonstrate how scalable and impactful outcomes can be achieved by pursuing an innovative approach to industry collaboration.</p>	
<b>SPEAKER</b> <b>Sarah Birrell Ivory</b> Former Associate Professor, Climate Change and Business Strategy, University of Edinburgh Business School	<b>SPEAKER</b> <b>Clare Martin</b> Head of Capability, Commercial & Institutional Bank, NatWest Group
12.20-12.30   MAIN ROOM	AMBA & BGA Global Conference 2025: closing remarks
<b>SPEAKER</b> <b>Andrew Main Wilson</b> Chief Executive, AMBA & BGA	
12.30-12.45   MAIN ROOM	Optional: Certificate celebration for AMBA & BGA newly accredited & re-accredited schools
12.30-13.30	Networking lunch



**business admissions test**  
[btmethods.com](https://btmethods.com)

# ASSESS The Best Candidates From Anywhere In The World

**ACCESSIBLE**

**QUICK**

**EASY**

**ACCURATE**

**AFFORDABLE**

Taken online from home at any time

Fast candidate turnaround

Receive an instant score report with email

Proven to match or exceed global standards

Smaller candidate fee, no tuition costs





**AVAILABLE IN YOUR PROGRAM LANGUAGE**



Trusted by leading global programs - ESMT, INSEAD, Frankfurt School, IPADE, HHL, ISB, ORT, ESB, Tsinghua, RSM and many more.

Call to our booth for a FREE 2 minute setup or email

[info@btmethods.com](mailto:info@btmethods.com)



BLUESKY>EDUCATION

# MASTER MEDIA ENGAGEMENT

Leverage expertise from Forbes, BBC, The Economist, Bloomberg and the Financial Times writers.

## What would media training do for your business school?

- Ensure buy-in from even the toughest stakeholders to engage with the press
- Transform faculty into media maestros
- Craft messages that captivate audiences
- Master communication for maximum impact
- Develop flawless delivery in media interviews
- Create spokespeople who command respect
- Understand how crystal-clear speech informs and inspires
- See how on-point responses showcase expertise and influence audiences



experts@bluesky-pr.com  
+44 (0) 1582 790700

Our customised, interactive workshops transform faculty into naturals when speaking with the media.

As experts in higher and business education communications, we understand the importance of effectively communicating your message. Our media training services are designed to provide senior spokespeople and faculty with the framework and confidence to communicate their opinions, research and expertise in an engaging way in the media.

We provide insights and techniques for effective and compelling writing too, including headlines and social media summaries, as well as tips and tricks for faculty to engage with journalists over the phone and in-person, including role playing challenging scenarios.

To learn more about our media training services visit our website <https://www.bluesky-pr.com/media-training> or contact us on the details above

# CONFERENCE HOSTS

**Andrew Main Wilson** is Chief Executive of AMBA & BGA. AMBA accredits 298 business schools in 75 countries and provides membership to just under 65,000 MBA students and graduates in 150 countries.

BGA, launched in January 2019, is the organisation's most significant launch in more than 50 years and over 300 BGA member schools have joined in less than six years.

Main Wilson was Chairman of the United Nations PRME (Principles for Responsible Management Education) initiative, from 2016 to 2018. He commenced his career with Thomson Holidays (now TUI), then the world's largest travel tour operator.

He became Marketing and Commercial Director of Thomas Cook and then Sales and Marketing Director of Citibank Diners Club. He subsequently joined the Institute of Directors (IoD) as Chief Operating Officer.

He has interviewed more than 100 of the world's most influential leaders in the fields of business, politics, sport and entertainment, including Bill Gates, Baroness Thatcher, HRH The Duke of Edinburgh, Archbishop Desmond Tutu, Jack Welch, Sir Richard Branson and Sir David Attenborough.

Main Wilson has also visited 179 of the world's 200 countries, on a global journey to become the first person to visit all 200 countries and tell the story, in images and words, of the most inspiring travel experiences on Earth.

He was educated at Dulwich College and the University of Birmingham in the UK and Harvard Business School in the US.

**Wendy Loretto** was Dean of the University of Edinburgh Business School from 2016-2024. In addition to her role as Chair of AMBA & BGA, she is Co-Chair of the University of Edinburgh's Gender Equality Committee, and is on the boards of the Aberdeen Group Financial Fairness Trust and the Society for the Advancement of Management Studies.

She is an Honorary Professor at the University of St Andrews. Her research agenda is focused on health and wellbeing at work, with current UK-government funded projects promoting workplace support for healthy ageing.



**Andrew Main Wilson**  
Chief Executive, AMBA & BGA



**Wendy Loretto**  
Professor of Organisational Behaviour, University of  
Edinburgh Business School, and Chair of AMBA & BGA



AMBA & BGA

# ACCREDITATION CONFERENCE

22-23 SEPTEMBER 2025 | KRAKOW, POLAND

## Mastering AMBA & BGA accreditation

The AMBA & BGA Accreditation Conference supports professionals navigating processes of AMBA and BGA accreditation or re-accreditation, as well as those pursuing dual AMBA & BGA accreditation

Keynotes and workshops cover each of the processes step by step, encompassing site visit insights, expert advice, best practices from top schools and strategies for maximising the value of your accreditation

## Advance your accreditation with confidence

[www.amba-bga.com/events/  
accreditation-conference-2025](https://www.amba-bga.com/events/accreditation-conference-2025)





# CONFERENCE **SPEAKERS**

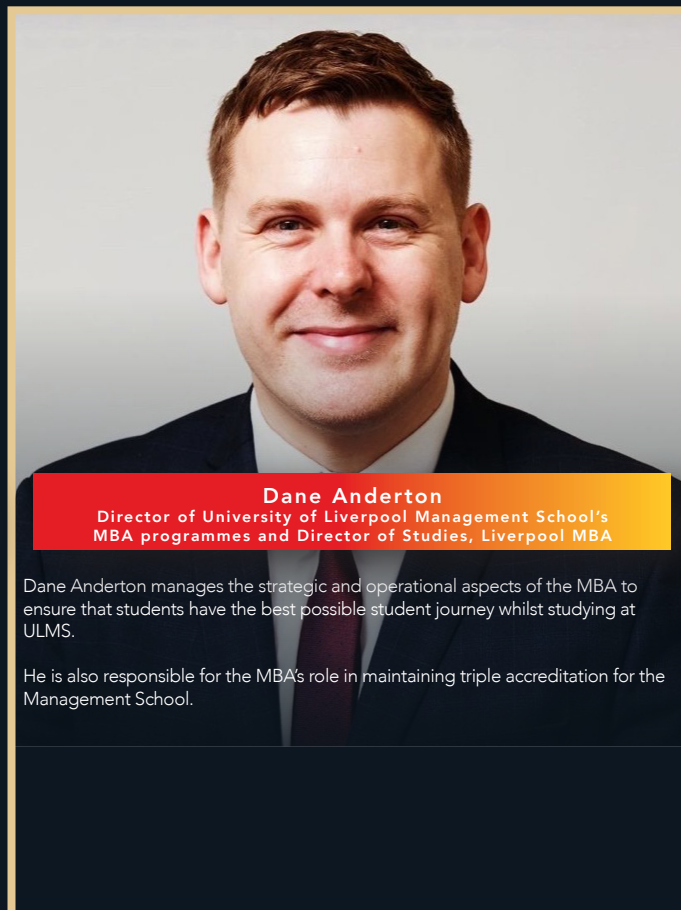


**Beatrice Avolio Alecchi**

General Director, Centrum PUCP, Pontificia Universidad Católica del Perú

Beatrice Avolio has over 25 years of experience in graduate business education, encompassing management, academic management, teaching, and research. As a founding member of Centrum PUCP, the business school of the Pontificia Universidad Católica del Perú, she has played an integral role in its growth and consolidation as one of Latin America's leading business schools.

Currently, she serves as General Director of Centrum PUCP, a role focused on the overall management and strategic direction of the institution. Additionally, she holds the position of Head of the Department of Graduate Studies in Business (PUCP), an academic leadership role to which she was elected by her peers.



**Dane Anderton**

Director of University of Liverpool Management School's MBA programmes and Director of Studies, Liverpool MBA

Dane Anderton manages the strategic and operational aspects of the MBA to ensure that students have the best possible student journey whilst studying at ULMS.

He is also responsible for the MBA's role in maintaining triple accreditation for the Management School.



**Julia Arvidsson**

Faculty Development and Student Engagement Advisor, Mentimeter

Julia Arvidsson is the faculty development and student engagement advisor at Mentimeter. She works with leading European universities to integrate Mentimeter into their academic programmes. Her role includes advising organisations on how to engage students better, training educators to use Mentimeter, and advising leaders on using technology to improve learning outcomes.

Julia is dedicated to making classrooms more interactive and supportive of active learning, enhancing the overall educational experience.



**Ignacio Bartesaghi**

Director of the International Office, UCU Business School

Ignacio Bartesaghi is director of the International Office of the UCU Business School, Uruguay. He is the director of the Institute of International Business. In his professional career, he worked as head of the Department of Integration and International Trade at the Chamber of Industries of Uruguay (CIU), he was the coordinator of the Latin America and Asia Pacific Observatory of ALADI, an international organisation of Latin America.

In 2017, Bartesaghi was appointed as the dean of the Faculty of Business Sciences at UCU.



# CONFERENCE SPEAKERS



**Ellen Buchan**  
Insight, Content & PR Manager, AMBA & BGA

Ellen Buchan is insight, content & PR manager at AMBA & BGA. At AMBA & BGA, Buchan is responsible for research projects and has worked on research titles such as the annual *AMBA Application and Enrolment Report*, the *Education and Technology* reports and the *International Climate Change Report*.

Alongside research, Buchan oversees public relations, conference production and writes regularly for AMBA & BGA's *Ambition* and *Business Impact* publications. Prior to joining AMBA & BGA, Buchan gained a degree in modern history and management at the University of St Andrews.



**Ailsa Claxton**  
Head of Insight, London Business School

Ailsa Claxton is head of insight at London Business School, where she leads a team focused on understanding the needs of customers and spearheading the drive for customer-centricity in strategy, decision-making and customer journey design.

A passionate customer advocate, Claxton has more than 25 years' experience in international marketing. She has used customer understanding to inform brand strategy, comms development and innovation on brands such as Peroni, Bacardi, McVitie's and Häagen-Dazs.



**Leonora Clement**  
Head of Marketing and Communications, AMBA & BGA

Leonora Clement is head of marketing and communications at AMBA & BGA, where she manages a team of marketing, communications, PR and research professionals. Her team at AMBA & BGA is responsible for a range of campaign activity and content creation that raises the profile of both organisations, continues to build their brands and ensures the success of a portfolio of global events and conferences.

Before working for AMBA & BGA, Clement spent six years heading up the marketing and communications function for Solent University, Southampton. Prior to that, she spent 14 years in key marketing roles at the Institute of Directors (IoD) in London.



**Mícheál Collins**  
Co-founder and Managing Director, Business Test Methods

A seasoned technology and education entrepreneur, Collins is passionate about bringing high-impact technologies to market through deep technology transfer. A founder of the LFD Summit and a Deep Tech startup enabler in the Irish University system, he works with researchers, investors and entrepreneurs to create spinout companies that address global challenges, creating step changes in innovation, social and economic impact.

Collins believes that creating deep tech firms is a natural career fit for MBA alumni, based on their experience and networks, and that to be impactful, all business school should have a deep tech commercialisation pathway in their programmes.



# CONFERENCE **SPEAKERS**



**Olayinka David-West**  
Dean, Lagos Business School, Pan-Atlantic University

Olayinka David-West is the dean of Lagos Business School and has expertise in business management and technology. Her career spans IT and financial services, significantly contributing to academia and business practices. She is passionate about digital transformation and inclusive finance and has held critical positions at LBS, driving it to international accreditations.

Her thought leadership focuses on technology's transformative impact on business and strategy. Since 2015, David-West has led the Sustainable and Inclusive Digital and Financial Services (SIDFS) initiative. She is a Certified Cyber Risk Governance expert, CGEIT, and CISA, and a member of the Fintech Association of Nigeria.



**Annelies Dejonckheere**  
Head of Expansion, Woodclap

Before joining the Woodclap team in April 2019 fostering pedagogical innovation, Annelies Dejonckheere built her professional experience throughout different industries with a set focus on innovation and revenue growth.

Her role at Woodclap today exists in setting up new markets for scale and making sure that Woodclap is positioned in regards to the effectiveness of the teaching practice and the pedagogical innovation their platforms bring towards local education players.



**Colette Doyle**  
Head of Editorial, AMBA & BGA

Colette Doyle is head of editorial at AMBA & BGA.

Starting out in publishing in the 1990s covering the pharmaceutical industry, Doyle moved into business travel around 20 years ago, when she joined UK publishing house, Haymarket. She later helmed *Business Traveller Middle East*, the regional edition of the renowned London franchise based in Dubai and then headed up the travel retail channel's longest-established title, *Frontier*.

Most recently, she was the editor of the Market Research Society's membership magazine, *Impact*, which focuses on business intelligence designed to deliver better customer understanding, as well as commercial advantage.



**Kevin Ellis**  
Former Senior Partner at PwC in the UK  
with responsibility for EMEA

Kevin Ellis CBE is presently enjoying a career break after retiring from PwC after 40 years. He served on their UK board for 16 years, the last eight as Chair and Senior Partner of the UK and Middle East. Ellis is a vocal champion of the role of business to support employment, skills and economic growth. During his leadership, PwC was one of the first UK firms to pilot generative AI. Ellis was also awarded social mobility leadership of the year at the Social Mobility Awards.

Ellis is presently speaking on leadership at a number of events and contributing to podcasts. He is also an active investor in a number of scale-up business ventures, where he also acts as adviser and mentor to the entrepreneurs.



# CONFERENCE **SPEAKERS**



**Paulo Esperança**  
Associate Dean of Business School, City University of Macau

Professor José Paulo Esperança is a former associate dean of Business School at City University of Macau. He is former professor of finance, dean of the ISCTE Business School (2015-19), as well as former pro-rector for International Relations and Entrepreneurship at ISCTE-IUL.

He cofounded AUDAX-ISCTE, an associated centre focused on entrepreneurship and family business and BGI, a new ventures accelerator. He also served as vice president of the Foundation for Science and Technology (FCT, 2019-22). Outside of Portugal he has taught and consulted in China, Angola, Mozambique and Cabo Verde.



**José Manuel Esteves de Sousa**  
Dean, Porto Business School

José Esteves is the dean of Porto Business School in Portugal.

Previously, he spent more than 18 years at IE Business School in Madrid; he served as professor of information systems, associate dean for MBA and tech and analytics programmes, associate dean for full-time MBAs, and head of the Information Systems department.

He holds a PhD in Information Systems, a DBA and an MSc and engineer degrees in information systems with specialisation in artificial intelligence.



**Celine Floyd**  
Chief Skills Officer, Cappfinity

Celine Floyd is the chief skills officer at Cappfinity, where she leads the company's skills agenda and takes innovative solutions and products to its global enterprise clients. She also sits on the Cappfinity board.

A chartered occupational psychologist, Floyd has worked in consultancy for more than 20 years and is a regular advisor to CEOs, CPOs and CHROs, typically of international corporations.

Considered a market leader in the building of skills-based organisations, Floyd is passionate about the skills movement and its capacity to unlock potential at scale. She is also a general advocate for authenticity, agility, inclusion, technology, social mobility and modernity.



**Victor Hedenberg**  
Membership Director, AMBA & BGA

Victor is the membership director at AMBA & BGA, responsible for the growth of the business school and student & graduate networks, as well as the services and benefits business school receive upon joining. Having joined AMBA & BGA in 2016, Victor has been involved in numerous successful projects including the AMBA Development Network (ADN), the launch of the Business Graduates Association and its membership and accreditation offering, and the enhancement of the student and graduate membership services offered to AMBA & BGA's 70,000+ members.

He has a strong passion for entrepreneurial management education that emphasises out-of-the-box thinking and responsible management principles.



# CONFERENCE SPEAKERS



**Milo Hendricks**  
Director, Edumundo

Milo Hendricks is an expert in experiential learning, curriculum development and digital education innovation. With extensive experience in integrating business simulations and skills-based learning into higher education worldwide, Hendricks has worked with universities worldwide to enhance student engagement and employability skills.



**Emma Holt**  
Programme Leader, Manchester Metropolitan University  
Business School

Emma Holt is programme leader for the MBA, global online MBA and MSc (finance and strategy) degrees at Manchester Metropolitan University (MMU) Business School. She is also a reader (associate professor) in professional education and employability lead at postgraduate level for MMU's Department of Finance and Economics.

At MMU, Holt teaches strategy, leadership, and business law, and co-leads a module embedding employability skills across finance programmes.

A solicitor (non-practising), Holt practised law for almost 25 years, including 10 years in senior management and leadership roles within the legal services sector. She is currently president of the Greater Manchester Chamber of Commerce.



**Vera Huebner**  
Chief Marketing & Sales Officer, Frankfurt School of Finance and Management

Vera Huebner is chief marketing and sales officer at Frankfurt School of Finance and Management, where she oversees a team of specialists who align sales and marketing activities to provide a revenue-strong foundation for the school.

Huebner joined Frankfurt School as head of executive education, following an 18-year career in media sales in the UK and Germany. Her current work at the intersection of education, marketing and tech enables her to indulge her passions of leadership, lifelong learning, sales and digital transformation.

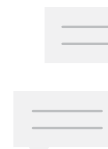
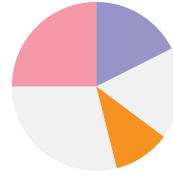


**Molly Ihlbrock**  
Director, Corporate Communications, ESMT Berlin

Molly Ihlbrock is the director of corporate communications at ESMT Berlin, where she leads a team responsible for positioning ESMT as a global leader in business education.

Ihlbrock has shaped ESMT's communications strategy across research, executive education and degree programmes. Passionate about international collaboration and team leadership, she also mentors young entrepreneurs and has contributed to industry discussions on private higher education communications.

Ihlbrock is a graduate of Birmingham-Southern College in the US (BA, English) and Universität der Künste Berlin (Diplom, communications).



# Future-proof the classroom with simulation learning transformed by generative AI

Generative AI is now seamlessly integrated into our time-tested range of simulations. They bring educators powerful tools to provide relevant experiential learning with personalised experience for the students.

Using the very latest AI technology, we've built a support tool that helps academics:



Align the simulation game with learning objectives



Generate meaningful class discussions



Analyse and digest simulation results



Pinpoint team strategies and their relative success/failure



Provide feedback and guidance on student performance



Onboard new instructors more efficiently

If you'd like to see our simulations and Cesim AI in action, scan the QR code for virtual demonstration, or come meet us at the AMBA & BGA Global Conference in Budapest.

Contact Max Appercé  
[max.apperce@cesim.com](mailto:max.apperce@cesim.com)


or register  
for a demo:



[cesim.com](https://cesim.com)



# CONFERENCE **SPEAKERS**



**George Iliev**  
Accreditation Director and Director of Strategic Projects & Innovation, AMBA & BGA

George Iliev manages the AMBA accreditation of 130 business schools in Asia, Europe and Latin America. In 2023, he co-authored an MBA guide, *The MBA Compass* published by Springer.

Before joining AMBA in 2011, George had a career in management consulting and media, and taught China Business at Sofia University. George speaks Mandarin Chinese, English, Spanish and Bulgarian. As a hobby he writes a blog exploring the parallels between nature and business.

George has an MBA from Emory University, where he was a Fulbright Scholar, and an MSc from the London School of Economics, where he was a Chevening Scholar.




**Sarah Birrell Ivory**  
Former Associate Professor, Climate Change and Business Strategy, University of Edinburgh Business School

Sarah Birrell Ivory is a former associate professor at the University of Edinburgh Business School, where she lectured in topics that include climate change, sustainability, strategy and leadership.

Ivory's course Global Challenges for Business received a prestigious *Aspen Institute Ideas Worth Teaching* award and she was included in the University of Edinburgh Business School's list of 100 Alumni Making an Impact.

Ivory is also the author of *Becoming a Critical Thinker* (2021) and *Introduction to Management* (2004), published by Oxford University Press.



**Vidya Iyer**  
Innovation Catalyst, Plush Ventures

Vidya Iyer is an innovation catalyst at Plush Ventures, where she helps academics, start-ups and corporates to implement new ideas and practices.

After 25 years in marketing within large corporations and five years as an entrepreneur, Iyer leverages the best of both worlds to help small, medium and large teams to design and launch new products, while improving customer satisfaction. Her preferred sectors include deep tech, food and beverages, fast-moving consumer goods, pharmaceuticals and retail.

Iyer holds a master's in chemical engineering from the European School of Chemistry, Polymers and Materials Science, University of Strasbourg and an MBA from INSEAD.



**Adrian Johnson**  
Co-founder, Qinct, Qinct SAS; Adjunct Professor, Programme Director and Mentor, INSEAD

Adrian Johnson is a serial tech and media entrepreneur, educator, and engineer. His ventures have included 3D animation, Voice Over IP, digital media distribution, film festival management software and business simulations.

His current EdTech venture, Qinct, is reshaping learning through AI-driven role play simulations; building the tech and crafting the content.

For the past 12 years, Johnson has been an Adjunct Professor, Programme Director, and Mentor at INSEAD. He has delivered innovative pedagogy at INSEAD, other universities, and corporations through the creation and use of simulations, role-plays, and experiential learning in the fields of entrepreneurship, innovation, negotiation, and digital transformation.



# CONFERENCE SPEAKERS



**Joy Jones**  
CEO, GMAC

Joy Jones is a transformational leader with expertise in leveraging new technologies to create innovative solutions for global markets. Jones joined Graduate Management Admission Council in 2017 and was selected by the board of directors to become CEO in October 2022, after five years growing and diversifying GMAC's portfolio of GME preparation and assessment solutions as chief product officer and general manager of assessments. Prior to joining GMAC, Jones was with the Associated Press (AP), overseeing product portfolio and distribution platform management across the company's multimedia content licensing, advertising, and content service businesses.

She also previously worked at Cap Gemini Ernst & Young as an executive with the Strategic Advisory Services and Telecom Media Networks consulting practices. Jones earned her MBA at Stanford University and a bachelor's degree in mathematics and applied sciences from the University of California, Los Angeles (UCLA), with honours.



**Ksenia Yuzhaninova Karadenizli**  
Founding Dean/Executive Director, School of Entrepreneurship and Innovation, Almaty Management University

Ksenia Yuzhninova Karadenizli is the Founding Dean/ Executive Director of the School of Entrepreneurship and Innovation at AlmaU, Kazakhstan's foremost business university renowned for its pioneering approach to entrepreneurial education. A distinguished member of the Babson Collaborative Board, she plays a pivotal role in shaping discourse on entrepreneurship education and fostering cross-border collaborations in Eurasia.

Karadenizli has spearheaded a range of national initiatives, notably the "Student Entrepreneurship Ecosystem" project, which has successfully cultivated thriving startup environments across multiple regions of Kazakhstan. Her expertise spans curriculum design, mentorship of aspiring entrepreneurs, and the development of innovative educational frameworks tailored to evolving industry needs.



**Debbie Kemp**  
Head of Membership, AMBA & BGA

Debbie Kemp is head of membership at AMBA & BGA, where she assists member schools with strategic challenges and offers consultative support and insights into programme development, with the aim of continuously improving business education globally.

Kemp draws on a unique blend of leadership experience in industry and academia that spans 30 years. She was a senior academic for 13 years at Kent Business School, University of Kent, where she has also served as MBA director and head of employability & placements. Prior to life in academia, Kemp was a senior executive at Marks and Spencer PLC and held a non-executive director role at a UK charity.

An MBA graduate, Kemp is passionate about lifelong learning and the power of business education to drive responsible leadership and support women in leadership.



**Anastasia Kynighou**  
MBA Director, Manchester Metropolitan University Business School

Anastasia Kynighou is MBA director and academic coordinator for global online programmes at Manchester Metropolitan University (MMU) Business School, where she is also a reader (associate professor) in Human Resource Management (HRM) in the Department of People and Performance.

Previously, Kynighou taught on Alliance Manchester Business School's global MBA programme in China, Brazil, the USA and UAE. Her teaching covers a wide range of topics, such as international HRM, leadership and organisational behaviour. She has also delivered vital importance programmes on innovative approaches in HRM, sponsored by the Cypriot HR Development Authority.

Kynighou holds a PhD in business administration from Alliance Manchester Business School.



# CONFERENCE **SPEAKERS**



**Veijo Kyosti**  
CEO, Cesim Business Simulations

Veijo Kyosti is a pioneer in the world of simulations, he has been crafting and implementing simulation-based programmes since the late 1990s. Under his leadership, Cesim has ascended to be one of the premier global providers of business simulations tailored for higher education.

Kyosti collaborates with Cesim's academic and corporate clientele, always using the opportunity to facilitate train-the-trainer workshops and lead simulation courses for both executive programmes and degree courses around the world. He is committed to helping harness the advances of generative AI to deliver more effective and personalised learning experiences for students.

Before his tenure at Cesim, Kyosti held roles as a financial controller and liquidation trustee. He earned an MSc in Economics from Aalto Business School in Helsinki and an MBA from the Darla Moore School of Business in Columbia, South Carolina.



**Micaela Lezica**  
Co-founder and CPO, Proof of Knowledge

Micaela Lezica is a seasoned chief product officer with a strong track record in marketplaces, fintech and edtech, driving innovation and business growth. As co-founder and CPO at Proof of Knowledge (POK) and former CPO at YOPDev (Wabi Project), she specialises in product strategy, development and user-driven innovation.

In addition to driving product development, she is a leader in digital credential standards, with a strong focus on improving the quality and interoperability of credentials worldwide. Through POK, she advocates for the adoption of verifiable, secure and portable digital credentials that enhance trust, transparency and accessibility in education and the workforce.

Passionate about data-driven decision-making, market research and leading high-performing teams, Lezica is dedicated to building impactful solutions that empower institutions and individuals in an increasingly digital world.



**Divia Lorenz**  
Solutions Engineer, Turnitin

Divia Lorenz has spent more than four years at Turnitin, helping institutions promote academic integrity globally. She partners directly with the company's clients and end users to ensure the effective adoption of Turnitin's wide range of solutions, helping them achieve their unique objectives.



**Melani Machinea**  
Executive Dean, Di Tella Business School,  
Universidad Torcuato Di Tella

Melani Machinea is a full-time professor and executive dean of Di Tella Business School, Universidad Torcuato di Tella (UTDT) in Buenos Aires, Argentina, where she previously served as academic director of the MBA and executive MBA and business development director.

With a background in investment banking, Machinea consults on financial matters and advises the Argentine Treasury Attorney General's Office on valuation damage litigation. Before joining UTDT, she was a director in the mergers and acquisitions (M&A) department at Merrill Lynch, working in New York and Buenos Aires for nine years.

Machinea holds an MBA from MIT Sloan and a bachelor's in economics from UTDT.



# Ready to shape brighter futures using Skills Discovery?

- ✓ Support student attraction and engagement
- ✓ Integrate industry-relevant skills development
- ✓ Access powerful skills data insights

**Cappfinity**  
cappfinity.com

Scan to discover how



## EDUMUNDO

### STUDENT ENGAGEMENT AND SUCCESS

Edumundo has been a leading educational publisher of digital learning resources for 300+ international HE institutions for 24 years. Since 2016, Edumundo has been the market leader in personal and professional skills for students.

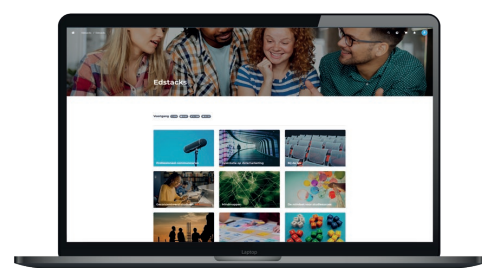
#### BUSINESS SIMULATIONS

- Increase engagement through competition
- Close collaboration and teamwork
- Put theory into practice
- AI-proof

 **Edumundo** [www.edumundo.com](http://www.edumundo.com)

#### EDSTACKS

- Professional skills for academic and career development
- Microlearnings can increase learning ability by 18%
- Perfect for generation Z



# CONFERENCE **SPEAKERS**



**Olivier Malafronte**  
Coach & lecturer, Research in Management Group,  
Côte d'Azur University

Olivier Malafronte is a certified professional coach, PhD candidate and lecturer specialising in HR, AI, leadership development and coaching at the Côte d'Azur University's Research in Management Group.

Malafronte has built on a robust academic foundation (he holds a qualification in international management from IAE Paris Gustave-Eiffel and a subsequent RNCP7 certification in professional coaching) to develop his doctoral work. This has been conducted in collaboration with institutions such as GIBS in Johannesburg and Surrey University.

His innovative endeavours, including the launch of PocketConfidant, one of the first AI coaching tools, illustrate his forward-thinking approach to developing critical human competencies. By embedding AI coaching into education programmes and organisational practices, Malafronte advocates for a dynamic synergy between academic research and field innovation.



**Vijaya Bhaskar Marisetty**  
Dean (Academics) and Dr. Ambedkar Chair Professor,  
Indian Institute of Management Visakhapatnam

Vijaya Bhaskar Marisetty currently holds the Dr Ambedkar Chair Professor (fintech and financial inclusion) position at the Indian Institute of Management, Visakhapatnam. He also serves as the dean (academics). He has received several awards and research grants from government and private bodies, including the Peter Brownell Manuscript Award from the Accounting and Finance Association of Australia and New Zealand (AFAANZ) and the Chartered Financial Analysts Institute (CFA, USA) Award for outstanding contribution to emerging markets finance research.

Previously, he worked as faculty at Monash University, University of Hyderabad, RMIT University and IIM Bangalore. He received a PhD from Monash University and Post-doc from the Indian School of Business, Hyderabad, and Wharton School of Business, University of Pennsylvania.



**Clare Martin**  
Head of Capability, Commercial and Institutional Bank,  
Natwest Group

Clare Martin is head of capability for the commercial and institutional business at NatWest Group, driving the franchise's learning strategy and fostering an approach that empowers colleagues and delivers maximum business impact.

As part of this work, Martin has been instrumental in leading a climate education partnership with the University of Edinburgh, enhancing education and awareness to address the challenges of climate change across NatWest Group.



**Oliver Matthews**  
Founder, 4Uni Solutions

Oliver Matthews has worked for more than 20 years in higher education in a variety of marketing, recruitment and admissions roles, recruiting students from markets all around the world. Now he consults universities and technology partners on strategies for deploying digital solutions in the student recruitment process.

Matthews has held management positions at institutions in the UK, Switzerland and Germany, most recently as CMO and vice-president at Frankfurt School of Finance & Management. In addition, he has extensive experience across the full university student life cycle.



# CONFERENCE **SPEAKERS**

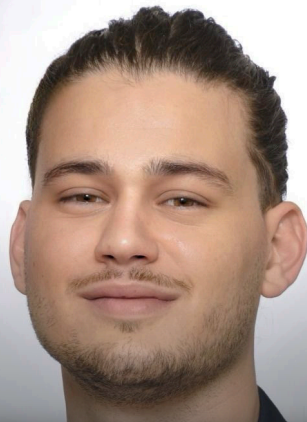


**Tomas Mindlin**  
Co-founder & CEO, Proof of Knowledge (POK)

Tomas Mindlin is industrial engineer, co-founder and CEO of Proof of Knowledge (POK).

POK helps institutions issue verifiable digital credentials and micro-credentials as non-fungible tokens (NFTs) on the blockchain, ensuring that skills and achievements are recognised with integrity and trust, ultimately enhancing employability in the digital age.

Previously, Mindlin co-founded and served as COO of the Wabi Ecosystem, a B2B2C venture built with The Coca Cola Company (TCCC), operating in 24 countries with more than 1,600 employees before its integration into the Coca-Cola System in 2023.



**Antoine Moulin**  
EdTech International Business Developer, Woodclap

Before joining Woodclap, Antoine Moulin gained diverse experience in international business development and account management, with a strong focus on client relationships and long-term engagement. With a global mindset shaped by extensive travels from an early age, he thrives in diverse business environments.

Now based in Brussels, he is an International Business Developer at Woodclap, where his mission is to drive growth, open new markets, and maximise business impact. He works closely with educators and organisations to ensure Woodclap's interactive learning solutions align with their needs, helping them make learning more engaging and effective. Passionate about education, technology, and sports, Moulin is committed to bridging innovation and learning to support better teaching and training experiences worldwide.



**Oltjona (Olta) Mucaj**  
Senior Account Executive UK & EMEA, Ready Education

Olta Mucaj is an expert in higher education and edtech, working with institutions to help them thrive in today's digital-first world. With over a decade of experience, she has led projects that improve the student experience, support institutional growth, and build stronger connections across global campuses. A big part of her focus is helping universities simplify and improve the student journey, using integrated solutions that centralize communication, make engagement easier, and connect smoothly with existing systems.

This not only creates a better experience for students but also cuts down the need for multiple disconnected tools. Passionate about internationalization and inclusion, Mucaj works with universities to build connected, student-centered communities that cross borders and bring people together.



**Morris Mthombeni**  
Dean, Gordon Institute of Business Science (GIBS)

Morris Mthombeni is the dean of the Gordon Institute of Business Science (GIBS). Previously, he was executive director of faculty at GIBS.

A senior academic in the environment of business, corporate strategy and innovation, Mthombeni lectures on master's, doctoral and executive education programmes, including Harvard Business School's Senior Executive Programme Africa. His research lies at the intersection of the micro-foundations of corporate strategy and corporate governance.

Outside academia, Mthombeni has more than 30 years of experience in financial services and is an independent non-executive director at Investec Bank Limited, King Price Life, UN Global Compact Local Network South Africa and Lombard Insurance.



# CONFERENCE **SPEAKERS**



**Abi Parker**  
Global Talent & Leadership Specialist, Cappfinity

Abi Parker is a dynamic global leader specialising in talent assessment and personal and professional growth based on skills and strengths. As an account director at talent lifecycle management company Cappfinity, she partners with organisations worldwide to implement innovative talent solutions driving long-term business success.

With extensive experience spanning the UK, US and international markets, Parker has led client projects across diverse industries and collaborated with global brands that include Coca-Cola, Deloitte and AT&T.

Inspired by the power of education and innovation in shaping the future of work, Parker is currently actively engaged with the skills movement in universities.



**Ajit Arun Parulekar**  
Director, Goa Institute of Management

Ajit Parulekar, director of Goa Institute of Management (GIM) since 2017, has been instrumental in its growth as a leading AMBA & BGA accredited business school. Joining GIM in 2000, he has driven sustainability initiatives, earning global recognition, including the Great Place to Work title and Positive Impact Rating.

He has also been a visiting faculty member at renowned business schools, including S.P Jain Mumbai, select IIMs, Antwerp Management School in Belgium, and ISCTE business school in Portugal. Dr. Parulekar serves on multiple boards, including PRME Global and UN Global Compact India, embodying his commitment to sustainability and excellence in business education.



**Robert Pepper**  
MD & Strategy Partner, psLondon Ltd

Robert Pepper is the MD, strategy partner and co-founder of strategy and creative agency, psLondon. psLondon has spent the past 16 years serving higher education organisations, using insight, strategic thinking and compelling creative to design, build and execute brands for many business schools, universities and associated organisations in the UK and Europe.

Pepper leads the agency's strategic work and has pioneered the use of FutureThinking to find new and exciting ways to position brands and drive marketing campaigns. ps is currently working with many leading brands including Frankfurt School of Finance & Management, Imperial Business School, UCL and King's College London.



**Joanne Powell**  
Head of Advisory Services, QED The Accreditation Experts

Joanne Powell is head of advisory services at QED The Accreditation Experts, where she provides strategic guidance to business schools worldwide on accreditation, leadership, and impact. A chartered accountant with a background in education, assessment, and syllabus development, she advises deans, senior teams, and business school advisory boards on strategy and accreditation best practices.

Powell is a certified DISC trainer and leadership facilitator. With deep expertise in accreditation standards and continuous improvement, she helps schools enhance their global standing, demonstrate impact, and achieve long-term success in an evolving higher education landscape.

# GMAC Connect

Graduate  
Management  
Admission  
Council™

**REACH** the largest global pool of qualified candidates through our comprehensive **RANGE** of services tailored to fit your needs and deliver **RESULTS** for your marketing goals.

13.5+ million unique users annually across the GMAC Media estate.

For more information about our products and services, contact us at [gmacconnect@gmac.com](mailto:gmacconnect@gmac.com).





# CONFERENCE **SPEAKERS**



**Jun Qi**  
Associate Dean, School of Management, Jinan University

Jun Qi is an associate dean at the School of Management at Jinan University, China. With a PhD from the University of Essex, she specialises in capital markets, risk management, and big data finance. Qi actively fosters international collaborations and maintains close relationships with various organisations, incorporating cutting-edge concepts into student learning. Committed to academic excellence, she is dedicated to providing the best learning experiences for students and continuously enhancing the curriculum.

Her teaching contributions have been acknowledged and honored, including receiving the prestigious first prize in the National Teaching Innovation Competition in 2022.



**Himanshu Rai**  
Director, Indian Institute of Management Indore

Himanshu Rai is director at the Indian Institute of Management Indore (IIM Indore), where he has led the school to its prestigious triple-crown accreditation status.

A celebrated author of the bestseller *Negotiation* and the Hindi spiritual book *Pravah*, as well as co-author of *Organisational Behaviour*, Rai has empowered more than 50,000 professionals in leadership and negotiation.

Rai's career also extends to roles at Tata Steel and consultancy for the World Bank and the Government of India. Blending intellect with creativity and adventure, he seeks to inspire excellence in education, leadership and personal growth.



**Jörg Rocholl**  
President, ESMT Berlin

Jörg Rocholl is president of ESMT Berlin, where he is also Deutsche Bank professor in sustainable finance.

Rocholl is chair of the German Federal Ministry of Finance advisory board and chair of the Global Network for Advanced Management steering committee. In addition, he is a member of the supervisory board at RWE AG, a board member of the Schmalenbach Society, a member of the German Academy of Science and Engineering (Acatech), a research fellow at the Centre for Economic Policy Research (CEPR) and a research member of the European Corporate Governance Institute (ECGI).



**Tânia Roquette**  
Vice-president, Full Fabric

Tânia Roquette is a higher education leader with 16 years' experience, specialising in digital transformation, enrolment strategies and student lifecycle optimisation. As vice-president at Full Fabric, she partners with some of the world's top higher education institutions to drive innovation and enhance student experiences through innovative technology solutions.

# CONFERENCE SPEAKERS



**Arvind Sahay**  
Director, Management Development Institute Gurgaon

Arvind Sahay joined MDI as director and professor of marketing and international business in October 2023. Prior to MDI, he served as faculty at the Indian Institute of Management Ahmedabad (from 2004) and at London Business School (from 1996) since his PhD in 1996 from the University of Texas at Austin.

His primary areas of interest include marketing strategy, pricing, neuroscience and consumer behaviour, brand management, high tech marketing, and international trade and investment. Sectorally, he has consulted and done work in pharmaceuticals, cement, building materials, telecom, broadcast, automotive, IT, FMCG, education and financial services sectors among others.



**Bidya Shanker Sahay**  
Director, Indian Institute of Management Jammu

Bidya Shanker Sahay is the founding director of the Indian Institute of Management Jammu (IIM Jammu).

Previously, Sahay was founding director of the Indian Institute of Management Raipur, director of the Management Development Institute (MDI) Gurugram and director of the Institute of Management Technology (IMT) Ghaziabad.

Sahay has approximately 42 years' of experience in teaching, research, consultancy and executive education, including more than 12 years in industry. He has also received numerous awards for his research contributions, teaching and academic administration, including the IIT Delhi Alumni Association Award for Outstanding Contribution to National Development in 2011 and the Lifetime Achievement Award from India CSR in 2017.



**Kunal Saigal**  
Deputy Vice-Rector (International), IU International University of Applied Sciences

Kunal Saigal is deputy vice-rector (international) at IU International University of Applied Sciences, where he has also served as professor of business management and academic director since 2020.

Saigal emphasises the use of innovation and digital solutions to foster global outcomes and forge international collaborations between universities and higher education institutions across all continents.

By aiding in the design and deployment of digital platforms and contributing to the integration of partnerships and progressive study models, Saigal strives to make higher education universally accessible for students from all regions, while driving value for partner institutions and contributing to the growth of global economies.



**Abir Sinno**  
Director of Strategic Initiatives and Continuous Improvement, Suliman S Olayan School of Business, American University of Beirut

Abir Sinno is the director of strategic initiatives and continuous improvement at Suliman S Olayan School of Business at the American University of Beirut where she advances institutional transformation through accreditation, quality assurance, and strategic innovation. With deep expertise in business school accreditation, she helps institutions enhance quality, foster innovation, and drive continuous improvement in an evolving higher education landscape.

A PhD candidate in Management, her research explores sustainability, innovation, and strategic agility in higher education. A passionate speaker and mentor, Sinno shares practical insights and a unique perspective on enhancing institutional impact, navigating change, and fostering excellence in business education.



# CONFERENCE **SPEAKERS**



**Mark Stoddard**  
Director of Accreditation and Director of BGA Services,  
AMBA & BGA

Mark Stoddard is director of accreditation and director of BGA services at AMBA & BGA. At AMBA & BGA, Stoddard is responsible for the creation, design and development of the full suite of BGA services and accreditation processes, while leading the review of accreditation criteria at AMBA.

In addition, he heads AMBA accreditation for Africa, North America and South Asia, as well as parts of western Europe.

Stoddard holds an MA in Russian politics and a BA in American studies, having studied at the University of Essex (UK) and the University of California, Berkeley (US).



**Matt Symonds**  
CEO, BlueSky Education

Matt Symonds is co-founder and CEO of BlueSky Education, a leading communications consultancy for business and higher education, supporting business schools with strategic media visibility and levelling up their brands.

Previously, Symonds co-founded and directed QS Quacquarelli Symonds (the S of QS), publisher of the QS World University Rankings and was an editorial consultant for Times Higher Education for the launch of the THE World University Rankings.

Considered one of the foremost experts in business and higher education, Symonds has written about education, management, innovation and entrepreneurship for The Economist, BBC, Bloomberg, Forbes, Times of India and many more.



**Saloomah Tabari**  
MBA Programme Director and Lecturer in Marketing and Strategy,  
Cardiff University

Saloomah Tabari is a programme director for MBA, as well as a Lecturer in Marketing and Strategy at Cardiff Business School, Cardiff University. Her research interests lie in the area of consumer behaviour, with a particular focus on customer satisfaction and experience across different generations and within multicultural contexts.

She explores themes such as intercultural communication, the importance of cultural understanding among ethnic entrepreneurs, and how these factors influence digital marketing consumption.



**Shikha Taunk**  
Regional Relationship Manager for India, AMBA & BGA

Shikha Taunk is the regional relationship manager for India at AMBA & BGA, a role to which she brings more than 17 years' of experience in management and academia.

Previously, Taunk served as accreditation officer at XLRI – Xavier School of Management in Jamshedpur, India.

A specialist in accreditation and quality assurance, Taunk is passionate about fostering continuous improvement, knowledge exchange and global competitiveness in India's higher education landscape. Her ability to engage diverse stakeholders and drive excellence is central to her professional approach.

# UPCOMING EVENT

AMBA & BGA

## ASIA PACIFIC CONFERENCE

BALI, INDONESIA

23-26 NOVEMBER 2025

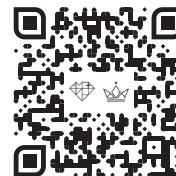


The AMBA & BGA Asia Pacific Conference will be held in Bali, Indonesia, from Sunday 23 to Wednesday 26 November 2025.

This dynamic three-day event will feature world-class thought leadership, insightful discussions, and two memorable dinners at some of Bali's most iconic venues. Delegates will explore the key issues set to shape business schools across the Asia Pacific region over the coming years. Topics are expected to include innovation through digitalisation and AI, lifelong learning and alumni engagement, sustainable entrepreneurship, industry collaboration, and the integration of responsible management and sustainability into business education.

**GRAND HYATT BALI | 23-26 NOVEMBER 2025**

FOR MORE INFORMATION OR  
TO BOOK YOUR PLACE,  
SCAN THE QR CODE



OR VISIT  
[www.amba-bga.com/events/apac-2025](http://www.amba-bga.com/events/apac-2025)



# CONFERENCE **SPEAKERS**



**Steef van de Velde**  
Former Dean and Professor of Operations Management and Technology, Rotterdam School of Management, Erasmus University

Steef van de Velde is a former dean of Rotterdam School of Management, Erasmus University (RSM) Netherlands, where he remains a Professor of Operations Management and Technology. He is a board member at AMBA & BGA and the Chair of AMBA & BGA's International Accreditation Advisory Board.

Steef holds an MSc in econometrics from the Erasmus School of Economics and a PhD in mathematics and computer science from Eindhoven University of Technology.



**Stéphanie Villemagne**  
Chief Development Officer, ESSCA School of Management

Stéphanie Villemagne is the Chief Development Officer at ESSCA School of Management. In this capacity, she is responsible for all development activities, including marketing, recruitment, international executive education and new markets.

Villemagne joined ESSCA in 2022 from her previous role as Associate Dean at IE Business School in Spain. Prior to this, she was the Associate Dean for Graduate Programmes at CUHK Business School in Hong Kong and the Global Director for the MBA programme at INSEAD in Singapore.

She has over 25 years of experience in international higher education including Asia, Europe, UK and the US and has explored many more in Africa and South America. Stéphanie holds an MA in Applied Languages with a specialisation in international affairs from UPV in France as well as an Executive Master of Business Administration from INSEAD.



**Haijun Wang**  
Associate Dean, Huazhong University of Science and Technology, China

Haijun Wang is an associate dean at School of Management, Huazhong University of Science and Technology (HUST) in China. He is China director of the Sino-US Joint Laboratory for Supply Chain Analysis and an expert at the Digital Economy Think Tank of Alibaba Group. He has published numerous papers in high-impact domestic and international journals.

Wang has undertaken several projects funded by the National Natural Science Foundation of China and has overseen dozens of consulting projects in operations management, logistics, and supply chain management for government and corporate clients.



**Vincenzo Vinzi**  
Dean and President, ESSEC Business School

Vincenzo Vinzi is dean and president of ESSEC Business School. Previously, Vinzi was dean of faculty at ESSEC and a member of the school's executive committee, with responsibility for faculty management and development. He first joined ESSEC as a professor of statistics.

Vinzi is also a member of the International Advisory Board at Solvay Business School and Antai College of Economics and Management, Shanghai Jiao Tong University, as well as a member of the International Advisory Council at Universitat Pompeu Fabra (UPF) Barcelona School of Management and an honorary member of the board of France Digitale. In addition, he is president of the Conference of Directors of French Management Schools (CDEFM) and president of the Diversity Commission of the Grandes Écoles Conference (CGE).

Vinzi holds a doctorate in computational statistics, as well as a master's in business and economics, from the University of Naples Federico II.



# CONFERENCE **SPEAKERS**



**Zhongming Wang**  
International Advisor for China, AMBA & BGA,  
Zhejiang University

Zhongming Wang is a professor and director of the Global Entrepreneurship Research Centre at the School of Management, Zhejiang University, China. He also holds the senior professorship of Humanities and Social Science at Zhejiang University.

Previously, Wang was executive dean at the School of Management, Zhejiang University.

He is president of the Silk Road Entrepreneurship Education Network (SREEN) and president of Zhejiang Behavioural Science Association. He is also an international advisor for China and a member of the International Accreditation Advisory Board (IAAB) at AMBA & BGA.

Wang received his master's degree from the University of Gothenburg in Sweden and his PhD from a joint doctoral programme between Hangzhou University and the University of Gothenburg.



**Yangao Xiao**  
Associate dean, Management & Economics School, Electronic  
University of Science & Technology of China

Yangao Xiao is associate dean at the School of Management and Economics of University of Electronic Science & Technology of China (UESTC). He serves as vice-chairman of the Intellectual Property Branch and a member of the Business Administration Degree Working Committee, China Academic Degree and Postgraduate Education Society.

He is the author of more than 60 articles published in domestic and international journals, such as *Management World*, *Research Policy*, *Harvard Business Review*, and the *Journal of International Business Studies*. His fields of research include Innovation Strategy, Intellectual Property Management, Data Management and Compliance Management.



**Xiaolan Yang**  
Dean of Business School, Shanghai Foreign Studies University

Xiaolan Yang is dean of the School of Business and Management at Shanghai International Studies University. She obtained her PhD from Zhejiang University. Her primary research interests lie in behavioural finance, financial technology, and experimental economics. Her recent publications have appeared in journals including the *Journal of Economic Behavior & Organisation* and the *International Review of Economics & Finance*.

She is recognised for her academic contributions, including the Shanghai Leading Talent Award. She has also played a key role in advancing the digital and intelligent transformation of business education at her school, leading initiatives that earned her a National Teaching Achievement Award (second prize).



**Kenji Yokoyama**  
Dean of External relations, NUCB Business School

Kenji Yokoyama, is the dean of external relations at the NUCB Business School in Japan. Yokoyama's areas of expertise include trade practices, competitive strategy and family business. He received the Mitsui & Co Trade Promotion Association Award in 1992 and 1995, as well as the Japan Foreign Trade Association Award in 2002.

He also served as president of the Association of Asia-Pacific Business Schools (AAPBS) from 2019 to 2021 and is currently vice-chairman of the MBA Committee at the Japan University Accreditation Association. Yokoyama has also served as an accreditation mentor and international advisory board member for Universitas Prasetiya Mulya and the University of Technology Sydney, among others.



**Schedule Demo**



## More Than Just Digital Credentials

**POK – Proof of Knowledge** is a global provider of verifiable digital credentials.

We empower institutions with critical insights by enabling them to evaluate individual learning journeys, track economic mobility and build trust through verifiable evidence of learning outcomes at scale.

### **Blockchain Technology:**

Ensuring the integrity of academic records.

### **Track Economic Mobility:**

Gain insights into career growth, job changes, and promotions.

### **Institutional Branding:**

Fully customizable, entirely white-label platform.

### **Analytics & Performance:**

Track the impact of credentials through key metrics.



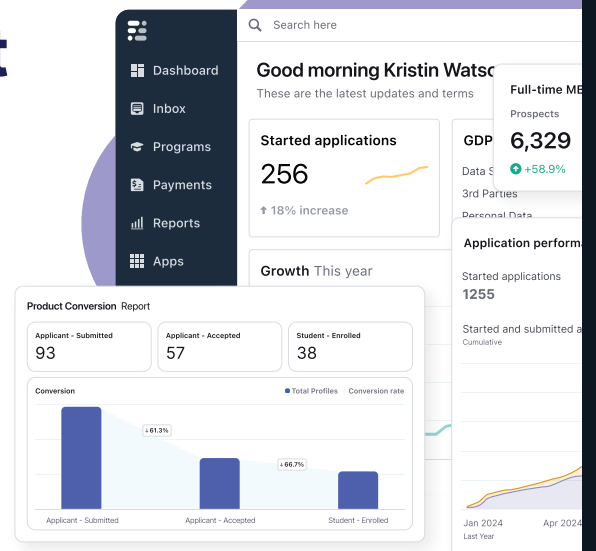
[www.pok.tech](http://www.pok.tech)

[contact@pok.tech](mailto:contact@pok.tech)



# Transform your student experience and grow your enrolments.

The all-in-one platform designed to help universities and business schools manage the entire student journey - from first enquiry to graduation.



## CRM Foundation

Student Relationship Management System

## Admissions Origin

Admissions and Enrolment Platform

## SIS Core

Student Information System



Learn more and book a personalised demo on [fullfabric.com](https://fullfabric.com)

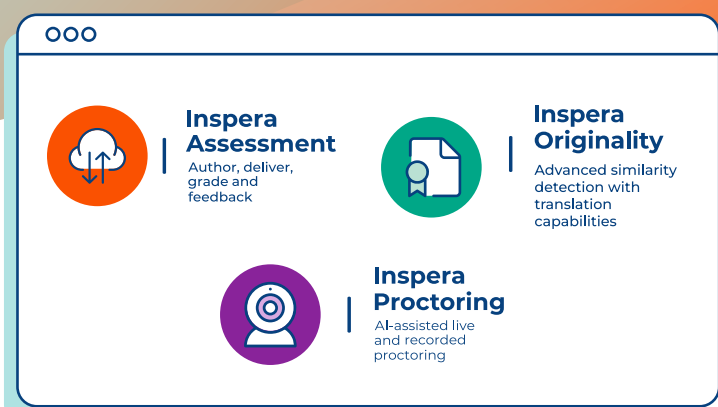
 Follow us on LinkedIn



**Flexible Assessment with Integrity**

## Built in Norway. Designed for Institutions Everywhere.

Deliver your assessments effortlessly because technology should adapt to your needs, not the other way around.



## Trusted by World-Leading Institutions

Inspera has been selected for both Academic Integrity and Assessment Management Systems on APUC's Framework, as well as by institutions around the world.

**Book a demo today:** [inspera.com/demo/](https://inspera.com/demo/)

We'd love to connect, visit the Inspera booth!

# PARTNERS



Trusted by 715+ institutions to build communities and drive retention, Ready Education is a leading mobile student engagement platform on a mission to improve student success in higher education worldwide.

Its student-centric mobile solutions meet students where they are and improve communications, access to resources and engagement across campus. With student adoption rates of more than 90% and high app ratings, the platform could be essential to crafting your digital student experience.

Business schools across the world leverage Ready Education's platforms to build communities, support student organisations, host events and engage their alumni network

[www.readyeducation.com](http://www.readyeducation.com)



The Graduate Management Admission Council (GMAC) is a global, mission-driven association of leading business schools.

Founded in 1953, GMAC is committed to creating solutions for business schools and candidates to better discover, evaluate and connect with each other. In support of this vision, mission and purpose, GMAC provides world-class research, professional development opportunities and assessments for the postgraduate management education industry.

GMAC is actively committed to advancing the art and science of admissions by convening and representing the industry and offering best-in-class products and services for schools and students.

GMAC also owns and administers the GMAT™ exam, used by more than 7,700 postgraduate programmes worldwide and taken by more than 200,000 candidates every year.

[www.gmac.com](http://www.gmac.com)



Cesim is a leading provider of multilingual, multidisciplinary business simulations that help educators improve student engagement and employability. Our simulations put responsible management into action as an integrated part of business strategy and reward long-term value creation. Schools in more than 40 countries are already improving their learner success with Cesim.

Cesim was born 25 years ago from the realization that business and management was learned in silos. Learners seldom got to experience competitive dynamics, the interactions between different functions, or what it means to cope with uncertainty.

The theoretical foundation of the business simulation methodology is experiential learning, and our mission is to make this available and affordable to the widest possible audience with relevant content.

[www.cesim.com](http://www.cesim.com)



# PARTNERS

## BLUESKY > EDUCATION

BlueSky Education is the media consultancy of choice for many of the world's most prestigious universities and business schools.

Over the past 15 years, BlueSky Education has earned a reputation as a leading PR agency for the business education market in the UK and Europe. It knows the education industry and takes the time to get to know its clients.

BlueSky Education works with you to identify and target the sort of coverage you are looking for, as well as thinking about what your customers will want to learn about you. With your specific institutional goals at the forefront of this process, it crafts compelling stories and shapes narratives for your key audiences. Its talented in-house experts include a former BBC journalist as well as trained reporters who have written for *Forbes*, the *Financial Times*, *PR Week*, and more.

[www.bluesky-pr.com/higher-business-education](http://www.bluesky-pr.com/higher-business-education)



QED is a higher education advisory firm that specialises in premier international business school accreditation (AACSB, AMBA and EFMD accreditations) and provides tailored strategic advice to business school Deans and Executive offices across the globe. Whilst our head office is in Ireland, we work with a wide network of deans and experts across the world – drawing on the expertise required for each engagement as needed. Key services include: Accreditation Support and Advisory Services, Mock Peer Review Panels, Best-practice Workshop and Training Seminars, Leadership Development Supports, and Executive Coaching.

QED partners with H2 Software (UK) to provide accreditation-focused software: Accredinator. It also works in alliance with other Higher Education advisory firms to provide a wider suite of developmental and strategic supports.

[www.qedaccreditation.com](http://www.qedaccreditation.com)



BlackRook has delivered high-end documentary video content across EMEA and APAC since 2011. We've been nominated at the New York TV and Film Festival. We aren't just producers – we take responsibility for making sure that the films and social media content we produce for our clients reaches the right audiences. We partner with the Association of MBAs, the Business Graduates Association, and industry leaders like Sustainable Travel International and the World Bioenergy Association.

Our Events TV teams provide global editorial and technical services too, including - for the last decade - live-streaming for Sibos, the world's biggest financial services event. Our people have coached BMW executives and – over seven years - all of the BBC's digital apprentices. We've produced hundreds of current affairs, news, business and sport programmes too - for international broadcasters including CNBC, Iran International and Nigeria's ARISE News.

[www.blackrookmedia.com](http://www.blackrookmedia.com)

# SPONSORS



Full Fabric is a software provider specialising in end-to-end solutions for higher education institutions. Its comprehensive platform empowers universities worldwide to attract, engage and enrol the right students while enhancing operational efficiency and maximising ROI.

Full Fabric is committed to shaping the future of higher education through technology, enabling institutions to:

- Streamline the admissions process by reducing manual workload, simplifying management and improving efficiency
- Deliver exceptional student experiences with a modern and personalised journey from initial enquiry and enrolment to academic progress and alumni engagement
- Make data-driven decisions by tracking key metrics, analysing applicant demographics and boosting conversion rates with actionable insights

Full Fabric is a trusted partner for institutions seeking a competitive advantage.

Visit our stand to discover how we can help you achieve your enrolment goals.

[www.fullfabric.com](http://www.fullfabric.com)



POK enables the issuance of certificates, diplomas, microcredentials, and badges as non-fungible tokens (NFTs) on the blockchain. In this way, we ensure each credential is secure, verifiable, and tamper-proof, streamlining the verification process and enhancing the trustworthiness of academic records.

We firmly believe that credentials and micro-Credentials represent the future of education, which is why we offer a completely free version of our platform that includes a robust CRM and advanced marketing analytics.

[www.pok.tech](http://www.pok.tech)



Turnitin is a global company dedicated to ensuring the integrity of education and the meaningful improvement of learning outcomes.

For more than 25 years, Turnitin has partnered with educational institutions to promote honesty, consistency and fairness across all subject areas and assessment types.

Turnitin products are used by educational institutions, as well as certification and licensing programmes, to uphold integrity and increase learning performance. It is also used by students and professionals to deliver their best, original work.

[www.turnitin.com](http://www.turnitin.com)



Cappfinity is the global leader in skills-based hiring and talent management solutions. Since 2005, Cappfinity has won multiple global awards and enabled others to understand, measure and develop skills, strengths and potential. Just one of our products, Strengths Profile, has benefitted 1M+ people.

Cappfinity clients are better able to measure and develop skills and behaviours in context - unlocking hidden potential and delivering truly incredible outcomes. For example, our innovative work developing enterprising skills in virtual reality has been globally recognised as game changing.

We have an enviable track record of 98% client retention year on year. Corporate and Higher Education clients include Accenture, the BBC, British Airways, Deloitte, DHL, EY, Expedia, GSK, Harvard University, HSBC, KPMG, Linklaters, Manchester Metropolitan University, Nestlé, the NHS, UNDP, University College Dublin, University of Sydney and University of Edinburgh.

At Cappfinity, we believe in a world where skills and potential create opportunity for all.

[www.cappfinity.com](http://www.cappfinity.com)

# SPONSORS



Mentimeter is an engagement tool with a clear goal in mind. To turn your presentations into conversations. Through real-time interactivity and visualizations, participants can interact, feedback, and engage live with your session. Making meetings efficient, trainings more impactful, and courses more inspiring.

[www.mentimeter.com](http://www.mentimeter.com)



Edumundo enhances student engagement, learning experiences and student success.

As a market leader in online business simulations and micro-learning for student skills development, Edumundo supports more than 100,000 students annually at more than 300 higher education institutions across 50+ countries.

By leveraging interactive engagement tools, Edumundo optimises course delivery, improves learning outcomes and positively impacts national student surveys.

[www.edumundo.com](http://www.edumundo.com)



Wooclap is a student response system that boosts attention, engagement, and understanding with over 20 interactive question types and activities, where learners participate in real time. It integrates seamlessly into your existing learning environment (PowerPoint, LMS, Zoom, Teams, etc.), enables learner tracking across all training formats (in-person, online, synchronous, asynchronous).

[www.wooclap.com](http://www.wooclap.com)



Studyportals is an international study choice platform, helping students find and compare their study options across borders. Its mission is to empower the world to choose education.

With more than 200,000 published courses from approximately 3,750 participating higher education institutions and around 45 million users, Studyportals is a leading information source for study seekers. At the same time, the company's results-based channels support universities with digital marketing, analytics and international student recruitment, enabling them to reach a global audience and diversify their student population.

[www.peregrineglobal.com](http://www.peregrineglobal.com)



# SPONSORS



**Business  
Test  
Methods**

**btmethods.com**

Business Test Methods (BTM) licenses the Business Admissions Test platform, delivering a fast, accurate and online assessment of high-potential MBA candidates that has been used by dozens of programmes worldwide since 2012 in English, Spanish, Chinese and other languages

Starting with INSEAD's EMBA programme, the Business Admissions Test has since been adopted by more than 30 postgraduate business programmes worldwide in Mexico, Germany, France, China, India, the US, Uruguay, UK, Qatar, Netherlands, Africa and more.

Programmes relying on the Business Admissions Test include MBA, master's in management, master's in business, EMBA and more. The test is also used as an executive selection tool by firms that include Ernst and Young and Deutsche Telekom in Europe.

**www.btmethods.com**



Inspira provides a secure, cloud-based, end-to-end assessment platform that supports your organisation's examination cycle entirely on-screen, from initial question creation to exam delivery and collaborative marking. Whether you hold assessments on-site or remote, open or closed book, Inspira offers a flexible, robust solution for today's institutions.

**www.inspera.com**

**media:minds**

With more than a decade specialising in postgraduate management education, Media Minds is a boutique marketing services agency with real experience in the sector. It offers a portfolio of services delivering real results against client goals – from raising a business school's visibility to building reputation, recruiting students, attracting corporate partners, or engaging its alumni community.

The team has extensive knowledge of education marketing from working in business schools, agencies and the media. Its senior leaders each have more than 15 years' experience in the sector, enabling them to apply knowledge and insights to achieve results for clients.

Deep experience underpins work with undergraduate, postgraduate and executive education programmes within business schools and cross-university. Services include market research and intelligence; media planning and buying; digital marketing; alumni relations and communications consulting; and professional development workshops. No big promises or fancy marketing: just real experience, real insights and real results.

**www.mediamindsglobal.com**



**Austral Group**

Austral Education Group (Austral Group) is an educational services firm that organises global business immersions and consulting experiences for business school programmes around the world. It designs and delivers high-impact educational content, customised academic travel with seamless logistics and cultural activities that provide an unforgettable immersion experience.

Austral Group offers business students the opportunity for personal interaction – whether online or in-person – with senior executives from multinational corporations, renowned economists, senior government officials, entrepreneurs and disruptors shaping the business environment worldwide.

**www.australgroup.com**

# SPONSORS

## UNIQUEST

A KEYSTONE COMPANY

UniQuest is part of the Keystone Education Group and specialises in delivering data-driven, personalised student engagement services to universities.

Its comprehensive offerings include enquiry management, admissions support and student conversion and retention solutions. UniQuest utilises advanced technology combined with expert human interactions to enhance every stage of the student journey, from initial enquiry to enrolment and beyond.

By providing real-time data, insights and multi-channel communication tools, UniQuest empowers universities to optimise their recruitment strategies and improve student outcomes. With an international presence, UniQuest supports global institutions, facilitating millions of student interactions and providing significant, tangible results for its partners.

[www.uni-quest.co.uk](http://www.uni-quest.co.uk)



HOUSE OF EDUCATION

House of Education specialises in supporting business schools to attract and engage prospective students.

Its flagship tool, the Study Choice Advisor guides prospective students to the programme that best matches their preferences.

By offering an effective match between students and academic programmes, it helps business schools enhance lead generation and recruitment while providing valuable insights into candidate profiles. For students, it simplifies decision-making by delivering a personalised and interactive approach.

Trusted by business schools globally, House of Education helps institutions refine their marketing strategies, boost conversion rates and create a seamless experience for both students and recruiters.

[www.houseofeducation.com](http://www.houseofeducation.com)



Altissia's online language-learning platform is available in 26 different languages while its language-level assessment is available in 29 different languages. It has a worldwide presence, working with more than 4,000 organisations.

Its services are used in both the academic world – in relation to teaching and Common European Framework of Reference (CEFR) levels – and the professional world, where it assists with recruitment and employee training.

Altissia's wide-ranging features include live classes, an integrated social network and a follow-up tool, as well as additional services linked to project management, such as project communication and promotion and pedagogical support.

Get in touch to learn more:

[www.altissia.org/contact](http://www.altissia.org/contact)



Capsim Business Simulations is a worldwide leader in experiential learning, offering exceptional business simulations, such as Capstone 2.0 + Sustainability Module, CapsimGlobal and CapsimCore.

Capsim provides business simulations for both academic and corporate environments, with more than 1,500 universities and 150,000 students worldwide endorsing its simulations.

Capsim Business Simulations offer:

- A highly effective, online and hands-on approach
- Extensive and continuous support to both academic professionals and their students
- A user-friendly interface
- An easy ramp-up and individual online preparation
- A dynamic and interactive experience
- Global reach, with no additional programme download necessary
- Adaptability for executive development programmes (customised or open programmes)
- Holistic company management experience in a competitive virtual industry
- Recognition for AACSB accreditation purposes from Capsim Legendary Assessment Tool CompXM's individual final exam results

[www.capsim.com](http://www.capsim.com)

# SPONSORS



**BERLIN SCHOOL OF  
BUSINESS & INNOVATION**

The Berlin School of Business and Innovation (BSBI) is a private business school headquartered in Berlin, with campuses in Paris, Hamburg, and Barcelona. Since 2018, it has offered English-taught bachelor's, master's, and doctorate programmes in business, marketing, finance, IT, tourism, and more.

With over 7,500 students from 114 countries, BSBI combines academic theory with industry-focused, flexible learning. It partners with institutions like UNINETTUNO, UCA, and CUC, and is a member of AACSB, PRME, AMBA & BGA, Erasmus+, and others. BSBI has earned awards for innovation, including AMBA/BGA's Best Innovation Strategy for its AI-powered robot, BOTSBI. It is part of GUS Germany GmbH, a network of institutions educating over 15,000 students across Europe and globally.

[www.berlinsbi.com](http://www.berlinsbi.com)



**EDUNAKHO**

GROUP

Since 2014, Edunakho Group has educated and supported prospective students in making informed degree choices by showcasing real experiences and stories from universities and business schools with video as the key medium.

Edunakho Group is the parent company of MBATUBE and MASTERTUBE, as well as its sister portals MBAGRADSGHOOLS and MASTERGRADSGHOOLS.

Today, more than 450 institutions from every continent share their content on its platforms.

Edunakho Group can influence the decisions of your future students with tailored content marketing (editorial and video), driving traffic and leads through bespoke video productions, YouTube advertising, sponsored editorial content, direct mailings and display advertising. Take a look at its websites:

[MBATUBE.com](http://MBATUBE.com) | [MBAGRADSGHOOLS.com](http://MBAGRADSGHOOLS.com) | [MASTERTUBE.com](http://MASTERTUBE.com) | [MASTERGRADSGHOOLS.com](http://MASTERGRADSGHOOLS.com)

[www.edunakho.com](http://www.edunakho.com)

**ADVENT**  
GROUP

We are joining the AMBA & BGA Conference to share insights on the latest trends, challenges, and game-changers in graduate business education. We bring high-level expertise in:

- School differentiation based on school culture
- AI-powered school-applicant matching
- Diversifying the MBA classroom with the best talent globally
- Human-to-human communication in the digital age
- One-to-one EMBA, MBA and Masters recruitment in-person and online events

Celebrating 20 years of bringing value and innovation to higher education, Advent Group's team of 160 professionals operate globally. Advent Group partners with 300+ business schools and universities, and thousands of media, career, education and DEI organisations.

Aiming to positively impact people's lives through long-term partnerships for the internationalisation and personalisation of education, we provide the best service to every stakeholder regardless of origin, style, or financial abilities.

[www.adventgroup.net](http://www.adventgroup.net)



**studyportals**

Studyportals is an international study choice platform, helping students find and compare their study options across borders. Its mission is to empower the world to choose education.

With more than 200,000 published courses from approximately 3,750 participating higher education institutions and around 45 million users, Studyportals is a leading information source for study seekers. At the same time, the company's results-based channels support universities with digital marketing, analytics and international student recruitment, enabling them to reach a global audience and diversify their student population.

[www.studyportals.com](http://www.studyportals.com)



# SPONSORS



Kortext is a world-renowned digital content and student experience expert, leading the way for digitally enhanced teaching and learning in the global education community.

Kortext is the creator of Kortext Arcturus, a student learning experience and engagement platform providing academic institutions and their students with a gateway to more than two million digital textbooks and learning content from more than 4,700 leading publishers. Thousands of universities and business schools in more than 100 countries partner with Kortext to deliver digital learning materials directly to their students.

Kortext's purpose is simple: to empower universities to educate the next generation of difference makers through:

- Providing the learning tools and content, via a smart platform, to enable study, connection and collaboration
- Developing advanced functionality for academics, students and librarians
- Integrating workflows that aid the discovery, acquisition, access and use of learning content
- Delivering insightful data on study patterns, behaviours and content usage to academics, librarians, course leaders, university administration and leadership

All of the above is focused on better supporting students' experience, retention, progression and outcomes.

[www.kortext.com](http://www.kortext.com)



Qinect is a European AI education company transforming learning through intelligent role plays, simulations, virtual coaches, and complete courses. Developed in partnership with world-leading subject matter experts, our content makes education scalable, engaging, and personalised - for both organisations and individuals - with measurable impact.

Qinect serves business schools, universities, corporations, and primary and secondary schools, offering a growing library of high-impact content. We also design tailored learning experiences aligned to specific institutional, corporate, or subject needs.

Our platform - built entirely in-house - is used in-person and online, in both synchronous and asynchronous formats, and supports individual as well as team-based learning.

Built on European technology for a global audience, Qinect is proudly multi-lingual and multi-disciplinary—just like our diverse team.

[www.qinect.com](http://www.qinect.com)



## CURRICULUM ADVANCES

Expertly designed courses in quantitative methods, study skills, management fundamentals, and personal development—all delivered through your LMS.

Curriculum Advances delivers expert-crafted, interactive courseware that seamlessly integrates with your university's systems. Our engaging content maintains student focus in a world of distractions, enriching business school curriculum through responsive learning experiences

Built on four pillars—Expertise, Craftsmanship, Learning Science, and Technology—we transform passive content into active sense-making. Through a conversational approach that mimics learning from a personal mentor, we deliver serious learning, step-by-step.

Academically rigorous, mobile-optimized and branded to your institution, our courses enable you to enrich your core curriculum with a suite of essential topics. Curriculum Advances: pushing the curriculum to new heights.

**EXHIBITION STAND 23**

AMBA & BGA STAFF DIRECTORY		
EXECUTIVE TEAM		
Andrew Main Wilson	Chief Executive	amw@amba-bga.com
Amy Youngs	Executive Assistant to the Chief Executive	a.youngs@amba-bga.com
ACCREDITATION TEAM		
George Iliev	Director of Strategic Projects & Innovation; Accreditation & China Director	g.iliev@amba-bga.com
Katherine O'Flynn	Director of Accreditation	k.oflynn@amba-bga.com
Mark Stoddard	Director of Accreditation & Director of BGA Services	m.stoddard@amba-bga.com
Joseph Pilkington	Senior Accreditation Manager	j.pilkington@amba-bga.com
Richard Turner	BGA Accreditation Manager	r.turner@amba-bga.com
Amanda Grewal	Accreditation Administrator	a.grewal@amba-bga.com
CENTRAL SERVICES TEAM		
Aarti Bhasin	HR and Employer Relations Manager	a.bhasin@amba-bga.com
Jessica Ruck	Office Administrator	j.ruck@amba-bga.com
COMMERCIAL TEAM		
Max Braithwaite	Commercial Relations Director	max@amba-bga.com
Natalia Bentley	Commercial Liaison & Relations Manager	n.bentley@amba-bga.com
Anna Hopley	Delegate Relations Manager	a.hopley@amba-bga.com
EDITORIAL TEAM		
Colette Doyle	Head of Editorial	c.doyle@amba-bga.com
Tim Banerjee Dhoul	Content Editor	t.dhoul@amba-bga.com
EVENTS TEAM		
Carolyn Armsby	Head of Events	c.armsby@amba-bga.com
Emily Wall	Events Manager	e.wall@amba-bga.com
Sekander Omary	Events Assistant	s.omary@amba-bga.com
FINANCE TEAM		
Catherine Walker	Finance and Commercial Director	c.walker@amba-bga.com
Charlie Prendergast	Senior Finance Executive	c.prendergast@amba-bga.com
Rine Vanason	Finance Assistant	r.vanason@amba-bga.com
IT & DATA TEAM		
Jack Villanueva	Head of IT & Data Management	jdv@amba-bga.com
Rose Hernandez	IT & Data Assistant	r.hernandez@amba-bga.com
MARKETING TEAM		
Leonora Clement	Head of Marketing and Communications	l.clement@amba-bga.com
Ellen Buchan	Insight, Content & PR Manager	e.buchan@amba-bga.com
Shareen Pennington	Senior Marketing Executive – Digital Lead	s.pennington@amba-bga.com
Edward Holmes	Senior Marketing Executive	e.holmes@amba-bga.com
MEMBERSHIP TEAM		
Victor Hedenberg	Membership Director	v.hedenberg@amba-bga.com
Debbie Kemp	Head of Membership	d.kemp@amba-bga.com
Shikha Taunk	Regional Relationship Manager India	s.taunk@amba-bga.com
Georgia Herbert	Membership Administrator	g.herbert@amba-bga.com
Mellissa Oliver-Jolley	AMBA Membership & Account Manager (on maternity leave)	m.oliver@amba-bga.com



AMBA & BGA  
Global Conference 2025  
[amba-bga.com](https://amba-bga.com)

**#AMBABGA25**



STAY UP TO DATE  
ON LINKEDIN



FOLLOW US  
ON FACEBOOK