



ASSOCIATION
OF
AMBA^S



BUSINESS
GRADUATES
ASSOCIATION

AMBA & BGA PROGRAMME EXCELLENCE CONFERENCE

L I S B O N , P O R T U G A L
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AMBA & BGA GLOBAL CONFERENCE

16-19 MAY 2027 | PARIS, FRANCE

Join business school leaders from across the world in Paris for the AMBA & BGA Global Deans and Directors Conference 2027. Marking 60 years of AMBA and BGA, the conference offers an opportunity to reflect on the evolution of management education while addressing the trends and challenges shaping its future.

Across four days, deans, directors and senior leaders will share insight, exchange ideas and explore the issues influencing business schools worldwide, from technological change and shifting learner expectations to leadership, institutional resilience and global collaboration.

Alongside a thought-provoking programme, curated networking and cultural experiences will create space for valuable conversations and lasting international connections.

Take advantage of the early bird rate and secure your place at this flagship gathering of business school leaders.



HOST SCHOOL



PARTNERS



WWW.AMBA-BGA.COM/EVENTS/GLOBAL-CONFERENCE-2027



ANDREW MAIN WILSON
CEO, AMBA & BGA

On behalf of our AMBA & BGA team I am delighted to welcome you to the beautiful city of Lisbon and the SANA Metropolitan hotel for this year's Programme Excellence Conference.

I am delighted to say that 2026 is proving to be another record year for both AMBA and BGA – the AMBA accredited schools network has grown to 305 schools, the BGA member schools network has grown to 362 and the BGA accredited schools network has grown to 94. The AMBA & BGA student and graduate membership network now has 78,000 members, all of whom enjoy free of charge membership.

The Business Graduates Association (BGA) was launched in 2019 and growth in both membership and schools achieving accreditation has sky-rocketed in less than 8 years. For our existing AMBA Schools, AMBA reaccreditation can be combined with BGA accreditation during the same visit and this is proving very popular, saving your school both time and money.

Olá e bem-vindo

Our Conference has been designed to present and discuss a wide range of programme excellence issues, including redefining programme identity, understanding evolving learner needs, designing future-ready curricula, empowering faculty teams and strengthening lifelong learning ecosystems. We have also allowed plenty of time for networking, so that you can discuss ideas and possibly collaborations with other schools in the AMBA & BGA communities.

I would also like to welcome and express our sincere thanks to each of our conference sponsors, Edumundo, Cengage, UNLwise, Advent Group and Full Fabric.

Thank you for taking the time to join us here in stylish Lisbon – I look forward to spending quality time with each of you during the Conference.



MONTES CLAROS RESTAURANT
ESTRADA DE MONTES CLAROS,
MONSANTO FOREST PARK, LISBON
19 OCTOBER 2026 | 18.30–22.30 (including travel time)

Networking Dinner

Following the first day of the conference we will join delegates attending the AMBA & BGA Accreditation Conference for dinner at the **Montes Claros Restaurant** nestled away within the beautiful Monsanto Forest Park, offering a striking contrast to the bustle of central Lisbon which is only minutes away.

Following welcome drinks and an opportunity to mingle among the landscaped gardens overlooking the lake, guests will take their seats in the elegant Sala do Lago for a Portuguese-inspired dinner. The evening promises to be a perfect blend of Lisbon's rich history, beautiful natural surroundings and warm, welcoming hospitality.

Transport information

Buses will be provided to take delegates from the SANA Metropolitan Hotel to Montes Claros Restaurant. Delegates wishing to take up this option should meet in the lobby of the hotel at 18.20 to board the buses.

Return buses will leave the dinner venue from 22.00 and return guests to the SANA Metropolitan Hotel.

Please note - buses will pick up and return guests to the SANA Metropolitan Hotel only. For those staying at other hotels, please allow enough travel time to ensure that you arrive at the hotel at the specified time to board the buses.

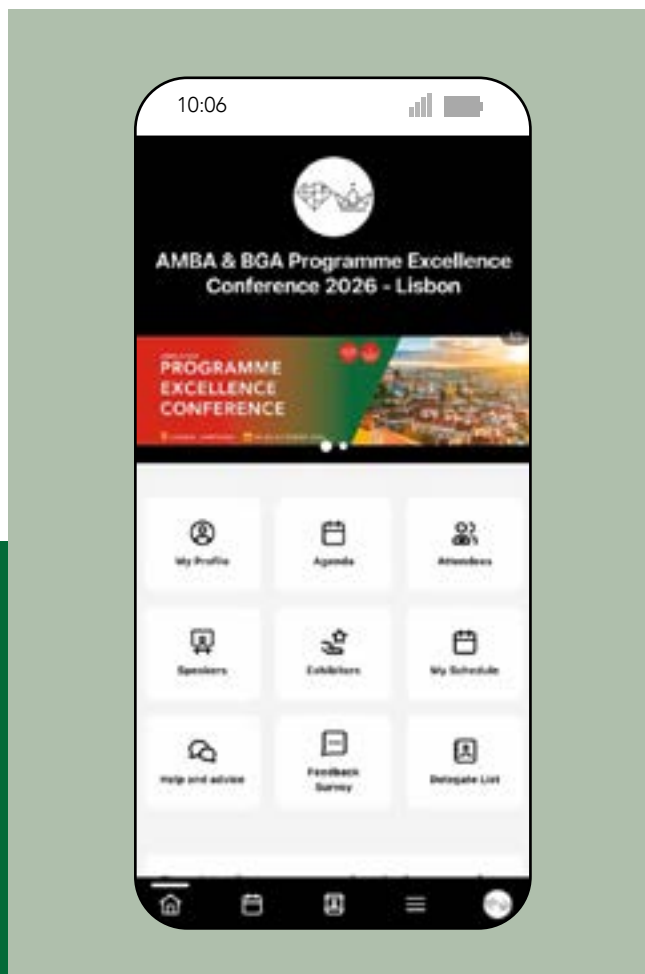


Online Networking

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

- 1** Edit your profile and choose if you are visible on the attendee list
- 2** **Search content**, such as the event schedule, sessions, speaker information and details about exhibitors
- 3** **1:1 messaging** between fellow attendees for further networking
- 4** Enjoy a **single, unified event experience** across all devices, including desktops and the event app
- 5** Meetings – arrange your own **onsite meetings** and **personalise your agenda** to make the most of every minute of your entire event experience
- 6** View your **personal schedules**, with the ability to manage and modify your registration and enrol in sessions
- 7** Manage **timeslots** and **meeting areas** – Pre-schedule timeslots and meeting areas, determine who you would like to meet and let the magic happen



Please download the event app using the QR code to connect with fellow attendees and make the most of all the features available throughout the event.

For assistance, please visit the Cvent Help Desk located near the registration desk.



Conference Host

ANDREW MAIN WILSON CEO, AMBA & BGA

Andrew is Chief Executive of AMBA & BGA – the Association of MBAs and the Business Graduates Association.

AMBA accredits 300 of the world's leading business schools in 75 countries and provides membership to 78,000 MBA students and graduates in 150 countries. AMBA is the world's only international accreditation and membership organisation for both business schools and their MBA students and graduates

Launched in 2019, BGA has proven to be the organisation's most significant product launch in almost 60 years. 362 business schools have joined BGA as members in just seven years, with 94 business schools already achieving whole-school BGA accreditation.

Andrew was also Chair of United Nations PRME (Principles for Responsible Management Education) from 2016 to 2018 and was subsequently Chair of PRME's Finance & Risk Committee.

He commenced his career with Thomson Holidays (now TUI), then the world's largest travel tour operator, as a marketing graduate. Andrew's career fast-tracked in the travel industry and he rose to become Marketing & Commercial Director of Thomas Cook and then Sales & 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.

Andrew has also visited 180 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 USA.



Conference Facilitators

DEBBIE KEMP

**DIRECTOR OF BUSINESS SCHOOL
ENGAGEMENT, AMBA & BGA**

Debbie Kemp is Director of Business School Engagement 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 at the University of Kent, where she 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 managerial positions.



RICHARD TURNER

**HEAD OF BUSINESS DEVELOPMENT - BGA,
AMBA & BGA**

Richard Turner is the Head of Business Development for the Business Graduates Association (BGA) at AMBA & BGA, responsible for the growth of BGA membership. He joined AMBA & BGA in 2023 as Accreditation Manager as part of BGA's continuing expansion.

Turner conducted AMBA & BGA accreditations globally and was responsible for the growth and delivery of BGA accreditation alongside managing engagement with schools throughout the development stage of BGA accreditation. He holds an LLB in Law from the University of Manchester.



Conference Partners

READY EDUCATION | CONFERENCE PARTNER

Don't just enrol students, engage them for life

Today's digital campus is often fragmented. Juggling multiple apps and disconnected systems can leave students overwhelmed and administrators shouting into the void. Ready Education aims to solve this issue. Trusted by more than 700 institutions in more than 25 countries, it brings the entire journey – from academics and campus life to alumni relations – into one place.

Ready Education helps you replace digital noise and clutter with meaningful engagement. It connects students directly to their courses, peers and career paths in one mobile hub. This drives retention and builds the powerful alumni network business schools need.

READYEDUCATION.COM



MODERN SIMULATIONS IN THE AGE OF AI

**DEVELOPING THE LATEST GENERATION OF GRADUATES THROUGH
ENGAGING AND EXPERIENTIAL LEARNING EXPERIENCES.**

Edumundo helps business schools create active, applied and measurable learning experiences through business simulations and other AI tools.

New for 2026 are a whole range of re-designed simulations – designed to engage the modern student, develop employability skills, and promote AI literacy.



Students can also now do on-demand role-play with AI avatars to practice professional conversation skills, such as negotiation or conflict resolution.



Visit Edumundo at the AMBA & BGA Programme Excellence Conference to explore how simulations and AI avatars can support your curriculum, student experience and programme outcomes.

Or contact us directly to find out more.

Leon Lloyd
Leon.L@edumundo.co.uk

Milo Hendriks
M.Hendriks@edumundo.co.uk



Conference Sponsors

NOVELA | CONFERENCE SPONSOR

Novela builds AI-powered business simulations for MBA core modules and executive education. Participants build and adapt a business through connected decisions, constraints, and consequences, then reflect on the reasoning behind their choices. The simulations bring the uncertainty and trade-offs of real business into the classroom, with instructor guides, debrief scripts, assignments, and rubrics that make them straightforward to teach and assess.

Novela simulations are used by business schools including INSEAD, Oxford Saïd, Chicago Booth, Columbia, Imperial College London, Kellogg, and more than 50 other universities worldwide. Novela helps educators develop practical judgment, decision making, and AI fluency through realistic, hands-on business experiences.

WWW.NOVELA.LTD



FULL FABRIC | CONFERENCE SPONSOR

Full Fabric is a student lifecycle platform built for higher education, helping business schools connect the entire learner journey — from first enquiry and admissions through enrolment, student management and lifelong learning.

For over 15 years, Full Fabric has worked with leading business schools and higher education institutions worldwide. Today, we work with 20% of the top 100 European business schools in the Financial Times ranking, including ESCP, University of St Gallen, IMD, EDHEC, ESMT Berlin, SSE, Vlerick Business School and CBS.

Our modular platform brings data, processes and teams together around a unified learner record, helping institutions to:

- Attract and enrol the right learners
- Deliver connected learner experiences
- Understand performance and demand through data and insights
- Support lifelong learning at scale across degree programmes, executive education, short courses and other flexible learning models

Full Fabric helps business schools modernise daily operations while creating more connected, continuous experiences for learners throughout their relationship with the institution.

www.fullfabric.com



CENGAGE | CONFERENCE SPONSOR

Cengage is a leading provider of higher education course materials including textbooks, online learning platforms and digital study tools. Cengage helps higher education instructors, learners and institutions thrive with course materials built around their needs. At Cengage, we're here for you.

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EDUMUNDO | CONFERENCE SPONSOR

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 over 100,000 students annually at more than 300 higher education institutions across 50+ countries. By leveraging these interactive engagement tools, we optimise course delivery, improve learning outcomes, and positively impact national student surveys.

WWW.EDUMUNDO.COM



UNIwise | CONFERENCE SPONSOR

UNIwise is Europe's leading provider of digital assessment solutions, trusted by over 130 institutions across 14 countries. Founded in 2012 by university professionals, we bring deep insight into the needs of educators, administrators, and students.

Our flagship platform, WISEflow, supports the full assessment lifecycle from planning through analytics, enabling institutions to scale with confidence and quality. We digitise and streamline assessment to reduce complexity, lower costs, and improve outcomes.

Our solutions enable modern, integrated learning experiences, ensure compliance and security, and empower institutions to deliver authentic, scalable assessments. WISEflow Originality upholds academic integrity through powerful originality checking.

We're committed to long-term partnerships, continuous innovation, and world-class customer experience. Join us in shaping the future of assessment.

WWW.UNIWISE.EU



ADVENT GROUP | CONFERENCE SPONSOR

At Advent Group, we work closely with business schools to better understand, reach, and engage candidates in a market that is becoming more complex — and more selective — every year.

Over the past 20+ years, across more than 60 countries, we've developed a clear view of how candidate behavior evolves: what drives decisions, what builds trust, and what ultimately leads to enrollment. Through our platforms such as Access MBA, Access Masters, and Unimy, we see these patterns play out in real time.

We are here to exchange perspectives, challenge assumptions where needed, and support schools looking to translate strategy into measurable outcomes.

WWW.ADVENTGROUP.NET



PROGRAMME CONTENT | MONDAY 19 OCTOBER

09.00–09.30	Registration	
09.30–09.45	Conference welcome	
SPEAKER Andrew Main Wilson, CEO, AMBA & BGA		
09.45–10.15	Session 1: Alpine roots, global altitude: GEM’s brand transition from Grenoble Ecole de Management	
This session explores GEM’s brand transition from Grenoble Ecole de Management to GEM – Alpine Business School, anchored in its EAGLE 2030 strategy, which places the Alps, sciences, and transitions at the heart of the learning experience. We look at the thinking behind evolving a school’s name, narrative, and visual identity while staying true to its roots, and at how Grenoble’s innovation ecosystem – deep tech, energy, and sustainability – becomes a springboard for global impact. Central to the story is a new teaching model, the Alpine Immersive Learning Journey and a 60-20-20 approach in which learning happens in the classroom, digitally, and out in the Alpine environment and partner ecosystem. We consider how this strategic re-positioning is reshaping conversations with candidates, partners, and employers.		
SPEAKER Jinnie Hinderscheit, Head of Marketing, DBA & MBA Programmes, GEM - Alpine Business School		
10.15 – 10.45	Session 2: One community, not one application: How business schools can build belonging before day one	
For business schools, recruitment is not just about filling seats, it is about attracting the right candidates: working professionals weighing a significant investment of time, money, and career capital. Most admissions journeys are still designed as a funnel: inquiry, application, offer, enrolment. But the strongest programmes are already building a sense of community and belonging before a candidate ever submits an application. This session looks at what changes when business schools start engaging prospective candidates as community members from first contact. We will explore how a shared digital campus connecting prospects, current cohorts, alumni, and corporate partners; personalised engagement based on career goals and application stage; and data that tracks the relationship from first touchpoint through enrolment can help schools convert stronger candidates, showcase their community and career outcomes earlier, and reduce the drop-off between inquiry and application Attendees will leave with a practical framework to identify where their own recruitment journey could build trust and engagement earlier, and where promising candidates are currently left waiting for a response.		
SPEAKER Olta Muçaj, Head of International Partnerships, EMEA & APAC, Ready Education		
10.45 – 11.15	Networking and refreshment break	
11.15 – 11.45	Session 3: The changing value of business education	
The business school market is changing. Across undergraduate, postgraduate and executive education, students are questioning the cost and relevance of business education, demanding clearer career outcomes and reassessing what they want from their educational experience. At the same time, business schools are competing harder than ever to attract the right students. This panel will explore how changing expectations are shaping the value proposition of business education. What are students looking for when choosing a programme? How important are reputation, rankings, employability and career outcomes? And are business schools communicating the things that genuinely influence student choice? Panellists will consider how schools can better understand and respond to changing student expectations, and how a compelling proposition can strengthen recruitment and engagement with prospective students.		
CHAIR Debbie Kemp, Director of Business School Engagement, AMBA & BGA	SPEAKER Yvonne Breyer, Deputy Dean, Education & Employability, Macquarie Business School, Macquarie University	SPEAKER David Kalisz, Director of Programmes PGE & MSc, Excelia Business School

11.45 – 12.30	Session 4: Workshop on sessions 1,2 and 3	
12.30 – 13.00	Session 5: The mountain doesn't care about your business degree	
We spend a great deal of time teaching leadership in classrooms. But what happens when leaders are taken into an environment where uncertainty is real, decisions have immediate consequences, and there is nowhere to hide? Using Summit Leadership - Kilimanjaro as a case study, this session explores how immersive learning experiences can complement traditional executive education. Through a real story from a group of executives climbing Kilimanjaro, we'll look at how leadership behaviours emerge naturally under pressure and why some of the most valuable lessons cannot be taught through lectures, case studies or simulations alone.		
SPEAKER Inácio Rozeira Programme Director, Summit Leadership – Kilimanjaro, Católica Porto Business School		
13.00 – 14.00	Networking lunch	
14.00 – 14.30	Session 6: The city as a classroom: designing impact through student-led projects	
The Social Class Project (SCP) is a distinctive experiential learning initiative embedded across Mannheim Business School's programmes since 2007. In this interactive session, participants will explore how student-led social impact projects foster leadership, collaboration, and social responsibility while creating measurable value for the local community and beyond. Through the example of the award-recognised "1,000 Trees Project," the workshop will highlight how participants partnered with the City of Mannheim to identify new urban tree locations and contribute to a greener future. The session will explore the power of experiential learning, and the broader role business education can play in driving societal change.		
SPEAKER Kai Stenzel Chief Marketing Officer, Mannheim Business School		SPEAKER Nina Landauer Director Degree Programmes, Mannheim Business School
14.30 – 15.00	Session 7: The evolution of business simulations in the modern age of AI: Building decision-making, employability and evidence of learning	
As business simulations have become an integral part of developing employment ready graduates, this session explores the newest developments in business simulations in the age of AI. Drawing on twenty five years' experience providing business simulations - expect a short demonstration of the visual re-design, updated accessibility standards, integrated AI assistant. Edumundo also will quickly show the latest technology designed to simulate professional conversations through AI Avatar role-play scenarios.		
SPEAKER Leon Lloyd Business Development Manager, Edumundo		SPEAKER Milo Hendriks Director & Co-owner, Edumundo
15.00 – 15.45	Session 8: Workshop on sessions 5,6, and 7	
15.45 – 16.15	Networking and refreshment break	
16.15 – 16.45	Session 9: How to set up and run an academic programme: Inspiring students and colleagues to meet their potential	
This session will explore the foundations of new programme development from personal motivation through to grasping a market opportunity for the institution. Andrew Corcoran will explain how programmes are embedded into the institution's offering, how to win support for your ideas, and will explore the essential academic architecture which needs to be assembled for a programme function. After all, the hard work doesn't stop when the programme is in the prospectus – it needs students and ongoing nurturing to survive and thrive.		
SPEAKER Andrew Corcoran Director of Teaching, Associate Professor in Marketing, Nottingham University Business School		

16.45 - 17.15	Session 10: From curriculum review to learning design renewal: Reimagining programmes for capability, judgement and impact
This session reflects on the review of programmes as more than a curriculum compliance exercise. It explores how a business school can move from module-level review to programme-level learning design, with a stronger focus on graduate capability, integration, authentic assessment, AI-era judgement and evidence of impact. The session also considers the human complexity of review: working with stretched faculty, negotiating academic ownership, and using learning design questions to challenge, support and strengthen teaching practice without losing trust, rigour or collegiality.	
SPEAKER Judith Terblanche Deputy CAO: Learning Strategy & Innovation; Strategic consultant: Business School, Milpark Education	
18.30 – 22.30 (including travel time)	Networking dinner at Montes Claros Restaurant

AMBA & BGA

Excellence Awards & Gala Dinner 2027

22 JANUARY 2027
ROYAL GARDEN HOTEL, LONDON



Join us for an unforgettable evening celebrating excellence in global business education

Celebrate outstanding achievements in management education with the AMBA & BGA community, enjoying fine dining, networking and inspiration from industry experts and award finalists in an iconic London setting.

Reserve your place today and be part of an evening that inspires, connects, and celebrates the very best in business education.

WWW.AMBA-BGA.COM/EVENTS/GALA-DINNER-2027

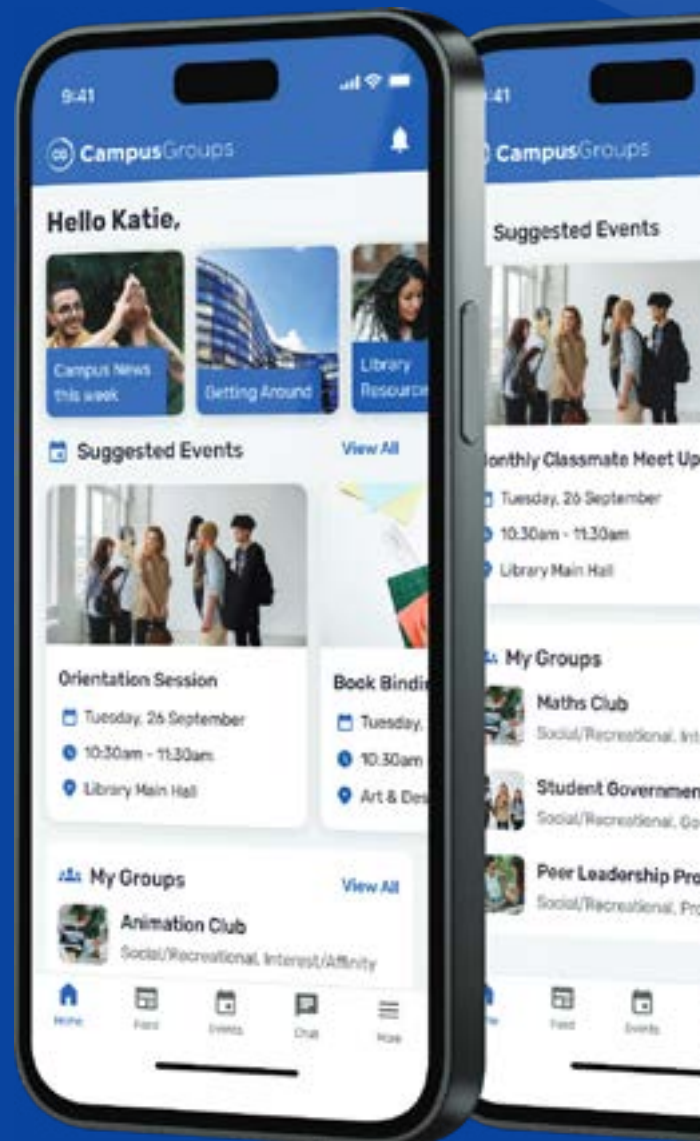


Your student engagement solution

CampusGroups helps institutions build community and improve student success by providing an app that students use every day to navigate campus life and their academics, and to find resources.

With CampusGroups, administrators are also able to pull real-time information on their students' engagement trends and act on them quickly, in order to build greater student success.

Learn more



PROGRAMME CONTENT | TUESDAY 20 OCTOBER

09.30–10.00	Session 11: Relevant by design: Building business judgment for an AI-shaped world
What should students be asked to do when AI can generate much of the analysis that programmes traditionally teach? In Novela simulations used in MBA core modules and executive education, participants build and adapt a business by making connected decisions under constraints, seeing the consequences, and explaining what they would do next. In this session, Novela co-founder Clark Boyd will demonstrate that format live and explore how faculty can fit it into existing courses, align it with learning objectives, and use reflection to make judgment visible. The session offers a practical approach to keeping business education relevant, engaging, and future-focused without rewriting an entire programme.	
SPEAKER Clark Boyd , Founder and CEO, Novela	
10.00 – 10.45	Session 12: Workshop on sessions 9, 10 and 11
10.45 – 11.15	Session 13: Alumni is our business: Navigating alumni strategically across the student lifecycle
Alumni embody the values, ambition and the success of our business schools. These graduates are more than the outcomes of their degree – these alumni recognise their business school is a lifelong investment. In this session, I will navigate through examples of how alumni can engage across the student lifecycle and what alumni can gain personally and professionally from their engagement. As alumni engage, students become educated on the strategic importance of the alumni network from the moment they start their programme. This creates an ‘Alum from Day One’ strategy that also contributes to making alumni involvement easier in the long run.	
SPEAKER Maria Gallo , Assistant Professor in Social Innovation, Trinity Business School, Trinity College Dublin	
11.15 – 11.45	Networking and refreshment break
11.45 – 12.15	Session 14: From admissions to alumni: Using admissions benchmarks to build a lifelong learning strategy
Higher education is shifting from a one-time recruitment funnel to an ongoing flywheel of learner engagement, as institutions respond to technological change, evolving workforce needs, and new learner expectations. Drawing on findings from <i>Full Fabric's 2025 Admissions Benchmark Survey</i>, we'll review admissions performance across different programme types, surfacing which programmes are seeing rising demand, and unpack what “good” looks like on submission rates, yield and conversion. We'll also explore how schools can design and adapt their programmes to genuinely match today's needs. The session closes by connecting these insights to the bigger picture: how business schools can turn admissions intelligence into a lifelong learning strategy, using microcredentials, short courses and stackable pathways to keep learners engaged across multiple educational experiences, well beyond a single degree.	
SPEAKER Tania Roquette , Vice President, Full Fabric	
12.15 – 12.45	Session 15: Resilience in education leadership
Leadership in education can be challenging - the academic cycle never stops, authority is often contested and decision-making lines can be unclear. In business schools it can be particularly challenging to try and steer expert colleagues towards a shared goal, reconcile conflicting priorities, negotiate for resources and support students with high expectations through their studies. In this session, Craig Robinson of King's Business School shares a personal take on what resilience in leadership really means. Not strength, stamina, or having the ‘right’ personality, but the practice of navigating complex systems, designing the architecture, making decisions, and drawing on support.	
SPEAKER Craig Robinson Vice Dean Education, King's Business School, King's College London	
12.45 – 13.30	Session 16: Workshop on sessions 13, 14 and 15
13.30 – 13.45	Conference closing remarks
13.45 – 14.45	Networking lunch



BUSINESS SIMULATIONS FOR MBA CORE MODULES AND EXECUTIVE EDUCATION

What do you ask students to do when AI can do the analysis?

Make business judgment teachable.

In a **Novela simulation**, students build and adapt a business under real constraints. They make the call before the outcome is known, see what happens, and explain what they would do next. They do it alongside **Ela**, the AI agent inside the simulation, which never tells them what to do. Learning to work with an AI agent is part of the exercise.

How a simulation runs

01 Make the call

Connected decisions, before the outcome is known

02 See what happens

The consequences show what the concept means

03 Explain what you would do next

A structured debrief makes judgment visible

Students can and should run it more than once.

PLENARY SESSION · SEE THE PROGRAMME

Relevant by Design: Building Business Judgment for an AI-Shaped World

Clark Boyd, founder and CEO of Novela, on what to ask of students once AI can do the analysis. A short talk, then a live demonstration. The **Novela table** is open both days.

Grade the reasoning, not the score.

Every simulation comes with an instructor guide, debrief scripts, assignments and rubrics. It runs in the browser, inside two to three weeks of a module you already teach.

Novela simulations are used by business schools including **INSEAD**, **Oxford Saïd**, **Chicago Booth**, **Columbia**, **Imperial College London**, **Kellogg**, and more than 50 other universities worldwide.

See it live. Bring a course challenge.

Come to the plenary, then bring a module to the Novela table. We will show you where a simulation would sit, and what your students would be graded on.

• novela.ltd • clark@novela.academy



Scan to book a demo

OUR SPEAKERS



Andrew Corcoran

Director of Teaching, Associate Professor in Marketing, Nottingham University Business School

Andrew Corcoran teaches a wide range of subjects that include Marketing Management; Consumer Behaviour; International Marketing; Environment, Society and Governance; Strategic Management; Innovation Management; and Marketing Consultancy. He has won teaching excellence awards at University of Nottingham, University of Warwick, and Aston University. He has held leadership roles which include Director of Teaching, Head of MBA Programmes, and Head of Knowledge Transfer and Business Partnerships. Corcoran holds an MBA and an MA in Education and is a Senior Fellow of the Higher Education Academy. He has worked in the Construction (1986-1989), Manufacturing (1989-2001) and Higher Education (since 2001) sectors. His latest book, *How to Set Up and Run an Academic Programme*, was published by Edward Elgar Publishing in December 2025.



Clark Boyd

Founder & CEO, Novela

Clark Boyd is founder and CEO of Novela, which builds AI simulations used by business schools including INSEAD, Oxford Said, Chicago Booth, Columbia, Imperial College, and Kellogg.

He has worked with the business schools of the University of Cambridge and Columbia University to design and deliver executive education in digital marketing, AI, and data analytics. Previously, he built international marketing strategies for brands including American Express, Adidas, and General Motors.



Yvonne Breyer

Deputy Dean, Education and Employability, Macquarie Business School, Macquarie Business School, Macquarie University

Professor Yvonne Breyer is an award-winning academic and education leader in higher education. Over more than a decade at Macquarie University, she has led strategic initiatives with national and international reach, consistently translating vision into measurable, lasting change. As Deputy Dean, Education and Employability at Macquarie Business School, Professor Breyer leads learning, teaching and employability across the Business School and has also led international grant and research projects on university-industry engagement, sustainability and employability. A Principal Fellow of the Higher Education Academy and a graduate of the Australian Institute of Company Directors, Breyer also serves as Chair of the Australian Business Deans Council Education & Employability Network and as Macquarie's representative on the Coursera International Council.



Maria Gallo

Assistant Professor in Social Innovation, Trinity Business School, Trinity College Dublin

Dr Maria Gallo is Assistant Professor in Social Innovation at Trinity Business School, Trinity College Dublin. She is the author of *The Alumni Way: Building Lifelong Value from Your University Investment*, with a second revised edition to be published by Policy Press in March 2027. Gallo's research on alumni engagement focuses on the broader elements of philanthropy including volunteering and talent elements of service. Gallo is the former Alumni Association President of the University of St Michael's College in the University of Toronto and completed a term as Expert Alumni Advisor at CERN in Switzerland. She is a sought-after keynote speaker on alumni engagement who has spoken in over 25 countries and 5 continents, including recently with the Max Planck Society, Germany, Kader Asmal Alumni - South Africa, Canadian Council for Advancement of Education, University of Santo Tomas - Philippines and Kansas Independent Colleges Association.

**Milo Hendriks**

Director & Co-owner, Edumundo

Milo Hendriks is one of the owners and directors of Edumundo, also working closely with Edumundo's university partners.

**Jinnie Hinderscheit**

Head of Marketing, DBA & MBA Programmes,
GEM - Alpine Business School

Jinnie Hinderscheit is an international marketing and communications professional specialising in higher education, research, and technology. At GEM – Alpine Business School, she leads marketing and recruitment for the MBA, Executive MBA, and DBA programmes. Her expertise includes international student recruitment, brand positioning, digital marketing, and programme development.

**David E. Kalisz**

Director of Programmes PGE & MSc, Excelia Business School

David Kalisz holds a Doctorate in Economics (Management Sciences) from Warsaw School of Economics and is Director of programmes (PGE & MSc) and Associate Professor at Excelia Business School (France), and has attended MIT's Advanced Executive Programme since 2022. An expert in Artificial Intelligence and Machine Learning, his research centers on Futures Studies, Strategic Foresight, and Scenario Planning. He is a Certified Foresight Practitioner (IFTF) and member of the Association of Professional Futurists and International Institute of Forecasters. He is Guest Editor for Technological Forecasting & Social Change and Information Technology & People, and teaches Megatrends and Understanding the Future.

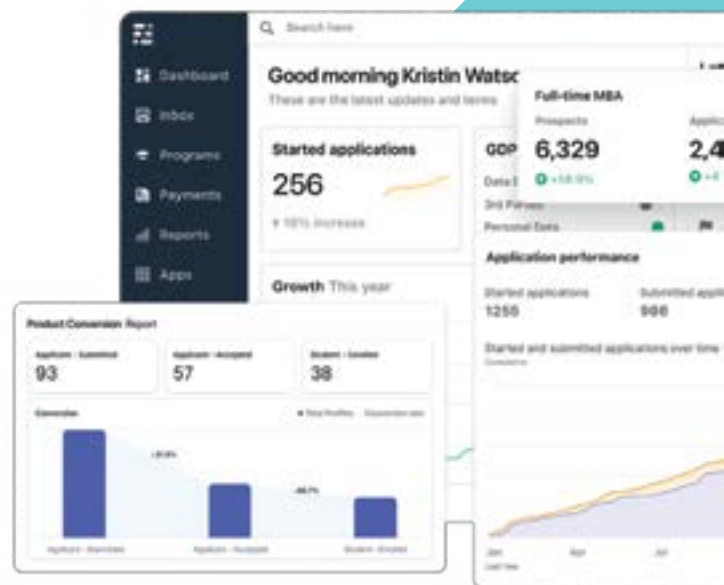
**Nina Landauer**

Director Degree Programmes, Mannheim Business School

Nina Landauer is the Director of Degree Programmes at Mannheim Business School where she shapes the strategic trajectory of all executive degree programmes (MBA, Executive MBA, and specialised master's programmes) in close cooperation with the school's academic directors and management team. Her academic journey includes a substantial research, teaching and administrative role as a Research Assistant at the University of Mannheim. She earned her Ph.D. in Marketing in 2012. Holding a Diplom (Master's Equivalent) from the University of Mannheim and Aarhus School of Business, her educational background reflects her unwavering commitment to both academic and professional excellence.

Create Learning Journeys That Last a Lifetime

Full Fabric is a modular, composable, AI enabled platform built for business schools, designed to grow with your programmes at every stage of the student journey.



Trusted by Leading Business Schools Worldwide



More than a platform, Full Fabric is your partner in digital transformation, connecting smoothly with the tools you already use, including Canvas, Flywire and your existing ERPs, so your team spends less time on manual tasks.

We support degree programmes and executive education, including flexible pathways, with modern digital experiences that meet the expectations of today's students.

"It's a fantastic tool, and well suited for universities who want to provide a digital first and personalised student journey."

K. Barker, Director of Recruitment and Marketing

What's Inside the Platform

We bring commerce, admissions, your student information system and relationship management together in one modular, composable platform.

Student Relationship Management

Manage one record per contact, from prospect to alumnus and returning executive learner, across campaigns, events and communications in a single platform built for business schools.

Commerce

Sell programmes online with shopping cart style checkout, flexible pricing plans, corporate and employer billing, discounts, and instant payment confirmations.

Admissions and Enrolment

Streamline applications, automate document collection, manage references, run evaluations and selection, and issue offers digitally.

Student Information System

Power academic management with study plans, flexible pathways, grades, attendance, transcripts, assignments, calendars, and student progress insights.

Shape the Future with Full Fabric

- Strengthen your competitive edge by future proofing your institution.
- Enable institution's growth by elevating the student experience.
- Increase conversions and grow enrollments.
- Scale at your own pace with a modular, composable platform that adapts to your stack.

Create learning journeys that last a lifetime with Full Fabric by your side. **Book your strategy call.**



Scan the code or visit
fullfabric.com



Leon Lloyd
Business Development Manager, Edumundo

Leon Lloyd leads international sales and account management at Edumundo, working with universities and business schools across the UK and international markets.



Olta Muçaj
Head of International Partnerships, EMEA & APAC,
Ready Education

Olta Muçaj is Head of International Partnerships, EMEA & APAC at Ready Education, the company behind the CampusGroups platform. She works with business schools and universities across Europe, the Middle East, and APAC to help them build stronger, more connected student and alumni communities.



Craig Robinson
Vice Dean Education, King's Business School, King's College London

Craig Robinson is Professor of Management Education and Practice and Vice Dean Education at King's Business School, King's College London. As Associate Dean Quality and Accreditation from 2022-2025, Craig led the initial AMBA accreditation process for the KBS Executive MBA and MSc International Management, securing the 'triple crown' for the school less than seven years after its founding. He also led the EQUIS re-accreditation process in 2025 and the now annual Principles of Responsible Management Education reporting process during that period. Craig has also served as an AMBA accreditation assessor in the UK, Europe and South America.



Tania Roquette
Vice President, Full Fabric

Tania Roquette has worked in higher education for more than 17 years and is currently Vice President at Full Fabric, where she works with institutions worldwide to modernise the student journey, from recruitment and admissions to student engagement and lifelong learning, with a particular focus on how technology can enable more connected and continuous learner experiences.

**Inácio Rozeira**

Programme Director, Summit Leadership - Kilimanjaro

Inácio Rozeira is Programme Director of Summit Leadership - Kilimanjaro at Católica Porto Business School, an executive programme that combines leadership development with the ascent of Africa's highest mountain. He is also a university lecturer, TEDx speaker and expedition leader, having led more than 150 expeditions across Asia and South America. His work combines executive education with challenging real-world environments, helping leaders develop resilience, judgement and teamwork beyond the traditional classroom. His experience also includes a National Geographic project in the Bolivian Amazon and directing a documentary filmed during the Maha Kumbh Mela in India.

**Kai Stenzel**

Chief Marketing Officer, Mannheim Business School

Kai Stenzel is Chief Marketing Officer at Mannheim Business School, where he translates big-picture strategy into measurable growth: from driving applications and securing major custom-learning deals to connecting recruiters with the right talent at the right moment. He leads motivated, KPI-driven teams spanning Communications, Marketing, Admissions, Alumni Connections, Career Services, Executive Education, and Corporate Sales. Through strategic networking, he turns first handshakes into lasting partnerships with SMEs, multinationals, and alumni across 110+ countries. His work blends data-led campaigns, compelling storytelling, and C-level solution selling to deliver sustained revenue and brand growth.

**Judith Terblanche**

Deputy CAO: Learning Strategy & Innovation; Strategic consultant: Business School, Milpark Education

Judith Terblanche is Deputy Chief Academic Officer: Learning Strategy and Innovation at Milpark Education, where she leads curriculum renewal, learning design, assessment innovation and academic capability development. As a Chartered Accountant (SA) with a PhD in Philosophy of Education, she works at the intersection of business education, digital learning, responsible leadership and institutional transformation. Terblanche has led major programme development and review initiatives, including in accounting and business education, coaches MBA students, and publishes internationally on higher education, citizenship education, and the cultivation of socially responsible business graduates.

AMBA & BGA

ASIA PACIFIC CONFERENCE

23–25 NOVEMBER 2026 | SINGAPORE



The AMBA & BGA Asia Pacific Conference for Deans and Directors will take place in Singapore from 23–25 November 2026, bringing together business school leaders and higher education experts from across the region.

Through thought leadership sessions, strategic discussions, and networking opportunities, delegates will explore the trends shaping management education, including innovation, emerging technologies, lifelong learning, leadership development, industry collaboration, and sustainability.

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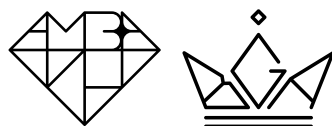
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