

## **Dr Paul J. Hopkinson**

I have worked Heriot-Watt University Dubai since August 2013 and I am currently the Associate Head of School for Edinburgh Business School and the School of Social Sciences. My work experience spans some 25 years and a variety of industry sectors. Prior to making the move into academia, I worked in telecommunications and aerospace industries in various technical and commercial roles. I also ran a small business distributing engineering supplies to industry. In addition, I have served as a trustee for the sustainability charity, Vision 21, and held various committee and representative roles with professional bodies and industry forums, including: Chartered Institute of Marketing (CIM); Business in the Community (BITC); UN Principles of Responsible Management Education (UN PRiME); and UN Globally Responsible Leadership Initiative (GRLI).

Prior to joining Heriot-Watt, I worked in the UK Higher Education sector for eight years for the University of Gloucestershire where I held various academic leadership roles (e.g. Undergraduate Director of Studies and MBA Programme Leader), served as an External Examiner for the University of Greenwich and an external faculty member for the University of Birmingham. I have served on a variety of committees during my academic life, including: Academic Council, Academic Standards, Quality Committee, Management Boards and most recently, University Senate.

Throughout my academic career and commercial life, I have been involved in a variety of strategic initiatives, leading and participating strategy in discussions (e.g. leading Strategy 2025 workshops and managing the transition to the new Edinburgh Business School in Dubai), preparing business cases for Board level debates and leading a University wide project to embed Responsible Leadership into activities and practices at University of Gloucestershire.

It would be an honour to become a member of Court and be given the opportunity contribute the next phase of the University's development as a *globally connected* University. I hope to be able to bring my experience and subject expertise (marketing) to bear in helping to shape the University into a *flourishing community*, in line with the aspirations set out in Strategy 2025. I would treat this role with the dedication and respect that it requires and would very much welcome the opportunity to bring a perspective to Court from the new Edinburgh Business School here in Dubai as we move towards an exciting and ambitious phase in our development.