



Sheffield  
University  
Management  
School.

Sheffield University  
Management School  
Alumni Journal

2017

# Catalyst

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# *Any new business?*

Our new look Catalyst Journal for 2017 brings you up-to-date with what's been happening at the School and shares with you new and exciting opportunities to be involved in. We hope this issue encourages you to support our campaign sharing all of your wonderful news, with #SUMSinspire.

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# Welcome to all of our alumni and to the eighth edition of Catalyst, which you might notice has undergone a design refresh. We hope you like it!



**Reflecting on a lively 2016 at Sheffield University Management School, I'm very proud of what we have achieved and look forward to another exciting year of working with you. In January it was an honour to celebrate graduation and the School's prizegiving ceremony, an event which brings many into our alumni community with great fanfare.**

This issue of Catalyst takes a closer look at some of the individuals who are part of this vibrant community. From the newest member of the Management School's advisory board Jill Storey, whose professional interests encapsulate our focus on sustainability and socially-responsible work practices, to MBA graduate Mirela Arqimandriti who was recently honoured by the University for her fantastic contribution to the alumni volunteering programme, it's such a pleasure to demonstrate how alumni are making a huge impact in a variety of roles.

As well as taking a nostalgic look back at 40 years of teaching occupational psychology at Sheffield, we also give you a peek into the future of the Management School's online alumni community. This year you'll be invited to join a dedicated digital alumni network for business, management and accounting alumni – a fantastic opportunity to reconnect with your

cohort and network with Sheffield graduates, perhaps in your current sector of work. We'll also be collecting alumni activity online with a dedicated hashtag – #SUMSinspire. I look forward to seeing more of what our global community is up to via social media.

Back in Sheffield, we're pressing on with developing our executive education offer. To take you through this, we speak to Ian Proctor, himself a Sheffield alumnus, who explains how we're drawing on research expertise and regional strengths to develop programmes our delegates will find tailored and relevant to the modern workplace – an exciting addition to our portfolio.

As ever, we invite you to connect with the School this year – whether it's simply engaging in our online community, meeting us for dinner in your home city, or coming back to the Management School to pass on your skills and experience to current students, our feature on how to be involved should give you all the information you need.

I look forward to hearing from you in 2017 and hope you enjoy this issue of Catalyst.

**Professor David Oglethorpe**  
Dean of the Management School



[management.shef.ac.uk/alumni](http://management.shef.ac.uk/alumni)  
#SUMSinspire

# Creating Change.

Jill Storey, BA Accounting & Financial Management 1989, has held enviable leadership roles with the Big Four and managed a budget of €100million – so what led her into the world of online crowdfunding? The newest member of our Advisory Board discusses her global career and what she loves about Sheffield.

Jill Storey is a force of nature. Her strong sense of purpose and determination to make a difference propelled her through Partner roles at Deloitte, KPMG and Andersen all over the world. But in 2012, inspired by the Olympics, her professional life took an unexpected turn driven by an unshakable social conscious.

Now based in Australia, helping to get sustainable businesses off the ground through her online crowdfunding website, Jill is thousands of miles from Sheffield – but embodies our socially-responsible spirit every day as CEO of ReadyFundGo.

#### What drew you into the crowdfunding sector?

I love the fact that crowdfunding gets so many projects and ventures off the ground. Funding should no longer be a barrier – it makes all sorts of dreams that were previously impossible, now possible.

In 2012, I was moved by the manner in which the Olympics can inspire passion in a host nation. The effects of the global financial crisis were still being felt and it was tough for some families to fund their children's sporting activities so I decided to create Inspire a Star. This is a donation based crowdfunding platform with the aim of helping continue the Olympic legacy to inspire a generation and help realise children's sporting dreams.

#### And now you're CEO of ReadyFundGo...

Yes, ReadyFundGo is a reward-based crowdfunding platform which aims to help socially conscious start-ups and innovators. It is designed to support people who are focused on

sustainability and wish to use their businesses and projects to create change for the better – my ambition is to be able to help as many businesses and innovators achieve their goals and at the same time create a better, more sustainable world.

One of our current projects is to help preserve the legacy of Green Grove, the oldest organic farm in Australia. It's owned by 87-year-old Alan Druce who first started farming organically in 1962. Now he wants to build an open source education centre to preserve the decades of organic farming knowledge and support the continued research on the link between soil, health, and the nutrient values of food.

It may be a rather long way from Sheffield to the farm, a four-hour drive from Sydney, to learn about soil management, but it is possible to support the campaign by purchasing a 70-page e-book covering fascinating facts about sustainable farming.

#### Tell us about your typical day.

For me the best thing about my 'typical' day is there is no such thing as a 'typical' day. When I'm in Sydney I will start the day by going for an early morning swim or walk by the beach and breakfast at my favourite Balmoral café while catching up with emails and making a phone call or two to family and friends in the UK.



I work with a team of two great employees in Sydney, one American and one Australian, a Belgian web developer who lives in Vietnam, an intern from India who is in Canberra and various advisers and consultants. We work together at cafés, work hubs and have lots of calls – we can be anywhere in the world to do our jobs as long as we have an internet connection.

We talk to a lot of our campaign creators, helping those that are new to crowdfunding through the campaign creation and build process, discussing their reward ideas and their promotion strategy. Our success is linked to their success and as a result, I get to meet people with some amazing ideas.

My team is often asked to present at various groups to talk about how they can use reward based crowdfunding to grow their business. It's important not to get carried away with the excitement of meeting so many new people with interesting ideas and to remember to schedule time to focus on the finances and strategy. With this type of venture you do tend to pivot quite frequently!

**Crowdfunding seems like quite a departure from your 25 years with professional service companies – what skills and lessons have you taken from this world into ReadyFundGo?**

It's very hard to know where to start as you do learn so much working at the Big Four professional service firms. Firstly, I'd say that it is all about people, relationships and customer service. In the professional services world, clients tend to work with people they have good relationships with who they know will go the extra mile. With ReadyFundGo we are very customer centric, helping people build great campaigns that make a difference.

The second thing is the value of time. At professional service firms, completing daily time sheets and accounting for every six minutes of the day were typically not people's favourite task. Whilst it's nice not to have to do this anymore, I can see the value of still being very mindful of where you are spending time and questioning each task as to whether you could be more productive.

Below  
London Olympics 2012





*Website you can't live without:* The Telegraph  
www.telegraph.co.uk

*Must-watch / read / listen:* The Week / The Weekend FT / Radio 4

### What do you remember about your time studying at Sheffield?

It was a wonderful opportunity to meet people many of whom became friends for life. There was a great community feel and it was easy to do so many things in a day from playing sport, studying and going to lots of parties. I liked the fact there was so much choice and the chance to explore areas that interested you most.

I love trees and have been a member of the Woodland Trust since I was 10 years old. Sheffield has one of the highest ratios of trees to people of any city in Europe - so for me the city shapes up rather well too! As a student I enjoyed living in Broomhill and was continually amazed by how you could be in the city, take a short bus ride and be in the most beautiful countryside having lunch at the Ladybower Inn.

### How do you spend your time outside of work?

I'm a big tennis fan – it used to be playing, but now it seems to be more watching. I did manage to do the Grand Slam in a season as a spectator! I am delighted that Andy Murray has become the world Number 1. It is quite an incredible feat and a testimony to his relentless hard work, dedication and constant strive for improvement.

When I am in Australia I live by the beach so try to go for a swim first thing in the morning and have taken up surf skiing. When I am in the UK I love going to Alnmouth beach for a family picnic (whatever the weather) or for a walk by the Thames in Richmond and a coffee at Tide Tables.

### You've joined the Management School's Advisory Board – welcome! What do you think you'll bring to the table?

The Management School's Advisory Board possesses a significant depth and breadth of experience and I feel very honoured to have been selected to join the group.

I hope that by bringing a combination of my experience from working as a partner in a number of professional service firms with global corporate clients, alongside my experience in the crowdfunding space working with innovative start-ups, I can help the School to continue to build collaborative partnerships with business and effectively bridge the two-way transfer of skills and knowledge. I hope that I can also test the trends I am seeing in the crowdfunding space around the world.

### What is the most important bit of advice that you would give to a Management School student today?

Sheffield University Management School is a great place to start creating your mind-set for a lifetime of continual learning. Most people today will have several quite different careers throughout their working lives such that the skill of adapting and being on the forefront of what is next becomes invaluable. Explore by taking action and getting involved, learn by doing rather than sitting on the sidelines dreaming and planning.

## — More about our Advisory Board



I love the fact that crowdfunding gets so many projects and ventures off the ground. Funding should no longer be a barrier – it makes all sorts of dreams that were previously impossible, now possible.”

At Sheffield University Management School we work closely with an Advisory Board, whose members we consult with, and guide us on a number of key matters, including: the development and implementation of the School's strategy; the relevance of our taught programmes to management practice; promotion of the School's reputation; and contributing to the life of Sheffield University Management School.

With a multitude of sector experience, specialisms and interest areas, our external members bring knowledge from their long-standing roles in government, their leading roles in industry both in the UK and world wide, and their hard work spent championing enterprise and start-ups, to name a few.

Members are appointed for a period of three years, and like Jill as our latest member, we see alumni taking up a percentage of the positions.

### Meet our current Advisory Board members below:

- Nick Baird, Group Corporate Affairs Director, Centrica

- Jonathan Bye, SUMS Business Studies 1985, CEO, Seabrook Crisps Ltd
- Duncan Cheatle, CEO, Prelude Group
- Sue Douthwaite, Managing Director, Santander Business
- Jamie Ford, Managing Director, BT Business IT Services
- Teresa Hitchcock, Partner, DLA Piper
- David Hobbs, SUMS Business Studies 1989, Strategy Director, Terra Firma Capital Partners and Independent Consultant
- Graham Honeyman, CEO, Sheffield Forgemasters International
- John Mothersole, CEO, Sheffield City Council
- Ann Pickering, HR Director, O2
- Michael Powell, Pro-Vice Chancellor, Griffith University
- Ludek Rychly, Senior Labour Administration/Inspection Specialist, International Labour Organization
- Steve Smith, University of Sheffield MEng 1990, Director Group Sales and Operation Planning, Tata Steel
- Jill Storey, SUMS Accounting & Financial Management 1989, CEO, ReadyFundGo
- Andy Ward, University of Sheffield Maths 1996, Managing Partner of PwC Sheffield
- Trevor Williams, Chief Economist of Commercial Banking, Lloyds Bank

For full details of our members, see:  
[www.shef.ac.uk/management/about/advisory\\_board](http://www.shef.ac.uk/management/about/advisory_board)

# Futures First

Giving our students the edge.

*Giving our students the edge*



48 Reflective Workshops.

7 Guest Speakers.

3 Week Core Module.

“Students are looking for a degree plus something else, the employers are looking for graduates with a degree, plus something else. It is that something else that we are giving students through Futures First.”

Professor David Oglethorpe, Dean of the Management School

With this in mind, the School introduced **Futures First** to all Management undergraduate single-honours students from September 2016 – a core curricular initiative promoting and supporting students’ employability from day one.

Combining experience and knowledge from industry guest speakers, with interactive workshops and reflective sessions, alongside academic expertise, the three-week programme guides students to build a personal development plan to progress with and expand upon during their time at Sheffield.

Developed by a crosscutting team consisting of School Advisory Board members, Professional Services colleagues, Academics and Business partners, Futures First is invested in developing work-ready graduates of tomorrow:

“It’s thanks to insightful contributions from our alumni, guest speakers and industry partners, that our students can begin planning their own professional development from the very beginning of their programme here at Sheffield,” said Dr Robert Wapshott, Associate Dean for Learning & Teaching at the School.

“Engaging students through an interactive workshop environment is central to creating employability awareness, and encouraging students to begin their own career development plans, before they graduate. The more we can facilitate this then the better equipped our students will become.”

Feedback from the first programme indicates a positive response from students, and employers are keen to see the value the programme can add in the graduate market. The continued collaboration of **Futures First** between academia and industry will ensure our students graduate with that something extra.

If you’d like to support our students in their learning experience, find out how at: [management.sheffield.ac.uk/alumni/supporting-our-students](http://management.sheffield.ac.uk/alumni/supporting-our-students)



“Futures First will be beneficial to my future decision making, it changed my mind about undergraduate employment.”

Undergraduate Management Student, Futures First workshop attendee

“It was a pleasure to be part of the Futures First initiative. It’s wonderful to see the students so engaged and asking questions.”

Guest speaker, Futures First

# News



## Global entrepreneurship education conference comes to Sheffield

We are delighted to be hosting the 2017 EFMD Entrepreneurship Education Conference from the 8th to the 10th March.

As home to the Centre for Regional Economic and Enterprise Development (CREED), we are committed to working closely with businesses and organisations of all sizes, locally and globally.

The EFMD's quality improvement system is EQUIS, a third of the School's Triple Crown accreditation. Prof Tim Vorley, who is leading the event, said:

"Entrepreneurship education is no longer characterised by classes on start-up and business plan assessments. Over the past five years the EFMD Entrepreneurship Education Conference has showcased a range of pedagogic approaches and

practices at the frontiers of the field.

"This year's conference theme focuses on 'Entrepreneurship inside Organisations' as an area of entrepreneurship and management education that is growing in interest."

+ [bit.ly/2kSu6zW](http://bit.ly/2kSu6zW)

## SUMS joins 'Startup Europe Comes to Universities' initiative

This year we joined the 'Startup Europe comes to Universities (SEC2U)' initiative, endorsed by the European Commission.

Two workshops launched the partnership at Sheffield in October for students with an interest in learning the basics of entrepreneurship, business and digital start-ups, and about international and collaborative partnerships in entrepreneurship education.

+ [startupeuropeuniversities.eu](http://startupeuropeuniversities.eu)



## A positive forecast for the local economy: working with Sheffield City Region

Hundreds of businesses in the Sheffield City Region participate in the Quarterly Economic Survey to feedback how business is doing and to monitor trends in the local economy. The results, analysed and collated by the School's Associate Dean for External Business Advancement, Prof Andrew Simpson (pictured above), are used to influence local, regional and national governments and decision makers to help shape the support structures available to the local business community.

It is the country's biggest and longest running private sector survey which acts as an economic indicator, often highlighting big changes in the economy long before other surveys or other official statistics.

"We hope that over time this will lead to improved community behaviour and less emergencies."



## Predicting behaviour to save lives with South Yorkshire Fire and Rescue

How can South Yorkshire Fire and Rescue (SYFR) plan to maximise the effect of its fire prevention initiatives?

Research from the Management School, in collaboration with Edge Hill and Coventry universities, models community behaviour so SYFR can identify high-risk areas and intervene – reaching vulnerable communities and reducing incidents. This decision support tool, called Premonition, enables fire services to input scenarios – the mapping software then combines geographical, demographical and behavioural data to predict areas where there might be increased risk of fires and other emergencies.

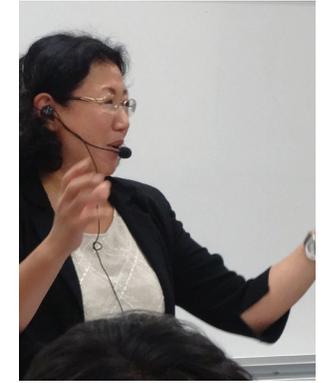
This informs SYFR's resource planning and means that fire prevention initiatives can be focused on the relevant areas,

protecting the most vulnerable in our community.

Dr Dermot Breslin from the Management School (pictured above) explained: "We live in increasingly complex social networks and our behaviours are influenced by many factors. This predictive model unpacks the complexity so SYFR, and potentially services in other areas, can manage their resources and services targeted at the most vulnerable groups in our community.

"We hope that over time this will lead to improved community behaviour and less emergencies."

+ [bit.ly/2premonition-video](http://bit.ly/2premonition-video)



## Global business school partnership offers exciting PhD opportunities

We are proud to announce a prestigious international doctoral research partnership with fellow world-leading institution, the Graduate School of Business Administration at Kobe University, Japan, with Sheffield University Management School.

Dr Naoko Komori (pictured above) lecturer in accounting at the Management School, is leading the partnership which will focus on intellectual exchange. Students will benefit from supervision at both universities, and upon graduation students will be awarded PhDs from the University of Sheffield and Kobe University.

+ [bit.ly/2sums-kobe](http://bit.ly/2sums-kobe)



### Eastern influence on corporate finance for SMEs

Dr Mohamed Shaban's (pictured above) research into corporate finance, with a particular focus on funding availability for SMEs in Asia, has seen him make a mark on leading and influential organisations in Indonesia, Tokyo, and individuals from the Chinese banking industry.

Vice-president of the International Finance and Banking Society (IFABS), Mohamed travelled to the island of Lombok, Indonesia, to address the BPK which is the supreme audit board of Indonesia – responsible for auditing state-owned government entities. The international seminar reviewed their local development bank, and Mohamed spoke on its importance and how it should contribute to local economies by supporting SMEs.

Mohamed was also invited to Tokyo to deliver a keynote speech at an international conference hosted by the research arm of the Asian Development Bank. Mohamed proposed that the ADBI would benefit from creating local units which deal directly with SMEs. With this, a

dialogue between banks and organisations will begin – reducing banks' perception of entrepreneurs as agents and reluctance to lend, whilst increasing trust, quality and frequency of reporting.

Finally, Mohamed gave keynotes to executives from the Chinese banking industry at the 2016 China-UK Financial Talent Education Meeting on Banking, in Guangzhou, in collaboration with Guangzhou Tianhe Central Business District Administrative Committee and the UK Department for International Trade.

He focused on opening new banks to serve SMEs which are significant in Asia, representing up to 99% of business.

Employment of management staff is something he's seen great success with in industry with organisations seeing a ten-fold growth in profits. This is the focus of Mohamed's new research project.

+ [bit.ly/2jHfaMD](http://bit.ly/2jHfaMD)



### A way forward for Greece

Leading the way for the Greek government's plan to tackle undeclared economy, is Professor Colin Williams (pictured above), chair of public policy at Sheffield University Management School. In April 2016, Prof Williams travelled to Greece to lead a team of international experts. Their mission: to produce an action plan for dealing with the undeclared economy.

Following his diagnostic mission, a recent report released by the International Labour Organisation (ILO), a United Nations agency, provides a set of policy recommendations informed by Prof Williams's expert knowledge.

The action plan is one of five conditions the Greek government must meet in order to receive debt relief from the European Commission.

As well as influencing future policy, their work will put Greece on course to receiving the bailout money it needs to move forward.

+ [bit.ly/2jHOGMr](http://bit.ly/2jHOGMr)

### Top rankings for the Sheffield MBA

Our MBA has recently been awarded for its great return on investment and for being above threshold level for both employability and research excellence, by the CEO Magazine and QS TopMBA respectively.

The Tier 1 status was conferred in the latest rankings from CEO Magazine, which has been showcasing top business schools from around the globe since it launched in 2008.

The magazine's Global MBA Rankings, which started in 2012, are designed with applicants in mind and examine the nuts and bolts of an MBA: the learning environment, class sizes, tuition fees, faculty, delivery methods, international diversity, gender make-up and more. The objective is simple: to identify schools which marry exceptional quality with great ROI.

Adding to this, the Sheffield MBA is featured in the TopMBA's 250 global ranking, noted as 'superior' for being above our threshold level for both employability and research excellence. QS provide candidates access to the best tools and independent expert information when deciding where to study their MBA.

+ [shef.ac.uk/management/study/mba](http://shef.ac.uk/management/study/mba)  
Read more about executive programmes at Sheffield on pages 26-27



## In Brief

### Fantastic employability data for SUMS

Figures released by the Destinations of Leavers from Higher Education (DLHE) 2016 survey reflect the Management School's commitment to building the employability of its undergraduates.

Of our first cohort to benefit from the investment of a dedicated Employability Hub and Team for all three years of their study, 84% are engaged in activities for which their degree is an essential requirement, and a huge 95% have experienced positive outcomes, which relates to graduates in any positive activity six months after graduation.

+ [management.sheffield.ac.uk/student](http://management.sheffield.ac.uk/student)

### Winter graduation celebrations

We enjoyed a morning of jollities for our latest graduates, welcoming them and their families to the School for a prizegiving ceremony and celebratory drinks and canapés after their formal graduation took place in January this year.

Everyone was in high-spirits as members of our newest alumni were presented with their sponsored prizes, CMI qualifications, Beta Gamma Sigma member recognition certificates and PhD success.

### Business Management students' expertise to help local charity

Last year some of our third-year Business Management undergraduates on the 'Management Project' module, led by Michael Frize, took up real business challenges set by local organisations.

One of the challenges was set by Sheffield Charity Ben's Centre, that supports homeless and vulnerable people who are often involved with alcohol; they needed to raise awareness of the charity and increase funding and volunteering from the public.

The response from students Lily Robinson and Jessica Murray made such an impression, that the charity intended on integrating their recommendations into future campaigns.

Lily suggested how shock advertising might help their cause; understanding students as a target demographic; and how they could enhance their digital platforms.

Jessica recommended that they develop a brand personality based on the people at the core of the charity; formulate a more relationship focused marketing approach, using storytelling; and reviewed brand guidelines, using a consistent identity, based on a new logo, colour selections and typefaces, all informed by the brand personality.

+ [bit.ly/2sumsstudenthelp](http://bit.ly/2sumsstudenthelp)

“As always I felt welcome and valued volunteering back at Sheffield University. It was good to work with students and see them rising to the challenges they had been set. A fulfilling day.”

Alumni mentor for the University's ThinkCreate initiative

# Be Involved

Engaging with the Management School through alumni volunteering is an excellent way to connect with the University whilst helping to make a huge difference to the futures of our students.



At the Management School, we welcome alumni working in all areas of industry to be involved with us, and we have a programme of varied opportunities to suit your interests throughout the year.



Develop your own interpersonal skills

Provide your business with access to fresh resources

Offer a placement opportunity to a student



## Speak at our Careers Discovery Series

Showcasing the different sectors of business across the year, these events are led by employers and alumni to groups of around 30 students in our Employability Hub. Each week focuses on one of the areas of Accounting, Banking & Finance; Human Resources & People Development; Marketing; Logistics & Manufacturing.

## Be a guest speaker on a module

Previous students who are now registered professionals or specialists often deliver a session to current students as part of a module. This can be on one of our Undergraduate programmes, our specialist Masters courses, or on the MBA programme.



To share my experience to current students on management and entrepreneurship was very humbling. It was great to give back to the teachers and School who have helped me so much.

Alumni guest speaker

## Provide a job opportunity

Management School graduates are equipped with practical and transferable skills to compete in the professional market, making them a great asset for SMEs and larger organisations across the business sector. Current students studying relevant and up-to-date theory can also be available for summer placements, year-long placements, and part-time work during their studies.

## Host a student project

Every summer our Masters students are offered the chance to carry out their research dissertation project within an organisational setting. They can work with you on a particular issue providing you access to fresh ideas, whilst helping develop their own employability, ready for the graduate market.

## Tell us about your experience!

Sharing your career profile and your advice can be extremely motivational to our students! We are always happy to hear from you.

If reading about the different opportunities has tempted you to be involved, please get in touch with us at [mgtaumni@sheffield.ac.uk](mailto:mgtaumni@sheffield.ac.uk)

For current opportunities see the Gateway at: [management.sheffield.ac.uk/be-involved](http://management.sheffield.ac.uk/be-involved)

# SUMS inspire

**Where has your Management degree taken you? Are you planning a reunion with course mates? Have you recently been nominated for or won an award at work? Do you have any professional advice for your peers or for today's graduates?**

We want to find out more about the day-to-day lives of SUMS alumni and share your stories using social media. Just tag your posts with #SUMSinspire.

We can't be everywhere at once, but we do want to connect with our global alumni community and keep the conversation going around the world. By using the hashtag #SUMSinspire on Twitter, Instagram and Facebook, you can let us know when you're thinking of your time at Sheffield, inspire other alumni and current students with your story and bring together your SUMS alumni community.

We'll be using #SUMSinspire on all of our inspirational alumni content. Join us.

**Facebook**  
Sheffield University Management School

**Twitter**  
@UoS\_Management

**Instagram**  
@uos\_management

 @UoS\_Management

# A Northern Alumni Network.

Interested in connecting with others in Sheffield and the city region? We know that lots of our alumni secure local employment after graduation, whether that's in Sheffield itself, the city region or not too far away in the surrounding northern cities and towns.



**Left**  
A city view over Sheffield

**Some of you also come back to Sheffield later in your careers. Either way, wouldn't it be great to get back in touch with each other, and find out what re-connecting with the Management School can do for you?**

Over recent years we have held a few events in Sheffield for Management alumni. We have also listened to your feedback and been approached by a number of you who have shown a keen interest in having a more visible and established local network – so in the next few months, we will officially launch our Northern Alumni Network.

The network will be open to all Management School alumni who would like to be a part of the group, particularly those working or interested in business in Sheffield and the city region, or in the wider region who would find connections with the

local business community beneficial. Other university alumni interested in business may also find this a useful network to be a part of.

As well being a practical forum for networking, we hope the group will also be an enjoyable community to be a part of, and a place where your fondest memories of Sheffield are shared! We'll also be encouraging the group to have an online presence through our Graduway platform which you can read more about on page 34.

Our first event will take the place in the evening at Sheffield University Management School, with academic and professional staff, representatives from our business partnerships and of course alumni. We're hoping that by bringing everyone together at the School for the first event, we can have an open forum about how the network can work for you, discuss our own ideas, and of course your needs and desires for the future of the group.

To discuss any ideas you may have for the network, do get in touch with us at [mgtalumni@sheffield.ac.uk](mailto:mgtalumni@sheffield.ac.uk)

#### **Update your details**

An invitation will come your way soon! To make sure you're invited, update your details so that we know who to get in touch with in Sheffield and the region, at [shef.ac.uk/alumni/keepintouch/alumni-keepintouch-update](http://shef.ac.uk/alumni/keepintouch/alumni-keepintouch-update)

We look forward to seeing you in Sheffield in the spring!

# The power of life-long learning

From managing change to gaining specialist knowledge, progressive companies see executive education as a shrewd investment in their brightest talent. We spoke to Ian Proctor about Sheffield's developing portfolio.



Ian Proctor completed his MBA at Sheffield in 2001 and now leads on executive education at the Management School. He has over 15 years of experience in higher education external relations and has an intimate knowledge of the region's business environment which ensures that the School's emerging portfolio of programmes are designed to be both practical, and have business growth at their core. We spoke to him about what to expect.



**Above**  
Dr Vasilios Theoharakis, Director of MBA Programmes

**Below**  
MBA teambuilding day at Thornbridge

**Left**  
Mr Ian Proctor, Executive Programme Manager

"We're lucky in Sheffield – we can draw on a huge range of industry when planning our programmes, as well as prominent business leaders." Ian's talking about the EMBA Advanced Manufacturing Management, which the School has partnered on with the internationally renowned Advanced Manufacturing Research Centre. "We have designed the programme to be delivered by attending a one week-long block every two months, ensuring that the students can travel from across the globe to attend this innovative world leading programme."

"If you want to take a career break, then our full-time MBA will equip you with the skillset to rethink your future. Our MBA programme now

ranks amongst the best in the world. You will find yourself studying in a dynamic environment alongside future business leaders from across the globe. You will also benefit from our very comprehensive Career Accelerator Programme and our Leadership Dinner series which gives individuals exposure to some of the leading business people in the UK."

Together with MBA Director Vasilios Theoharakis, Ian has also enabled part-time students to be able to study on our regular MBA programme: "It is now possible for someone to complete the programme by attending part-time over either two or three years. As with the Executive MBA Advanced Manufacturing Management, this gives people the advantage of applying their learning immediately to their own work place, ensuring a rapid return on investment," continued Ian.

Together with the School's team of Divisional Directors of External Business Advancement, Ian is developing a suite of programmes designed for managers and executives in organisations. He explained: "The Management School's international research is being utilised to develop our corporate learning offer. We are seeking to work in partnership with organisations to develop learning solutions that are tailored to meet the strategic priorities of that organisation. We will help organisations to identify the learning needs of leaders, managers, and employees based on their strategic objectives."

Any of our alumni who wish to take a place on our MBA programmes will qualify for a Sheffield Alumni scholarship and can also apply for our generous MBA scholarships.

**Find out more about our MBA portfolio online: [sheffield.ac.uk/mba](http://sheffield.ac.uk/mba) or enquire about how your business can benefit from our bespoke solutions by emailing Ian on [i.proctor@sheffield.ac.uk](mailto:i.proctor@sheffield.ac.uk)**



When  
you know  
something  
is *good*,  
why not tell  
others?

Mirela Arqimandriti, MBA 2004, International Faculty - City College



## From Albania to Greece via Sheffield, Mirela Arqimandriti's journey is an extraordinary one. We spoke to her about winning an Alumni Leadership Award, progressing gender equality in her home country, and why she is so dedicated to volunteering.

**For Mirela Arqimandriti getting an MBA in 2004 was the springboard for achieving so much more, but not just in her career – helping others was always part of the plan.**

This quality, along with a life-long commitment to volunteering, led to her being honoured with the University's 2016 Alumni Leadership Award which recognises alumni who have shown exceptional leadership skills in their involvement with the University. Although she couldn't attend the ceremony, the audience was inspired by her unwavering commitment to promoting the University of Sheffield's Greek campus, where she studied for her MBA, in her home country of Albania.

It didn't start at university though – Mirela has 'given back' her entire life: "I grew up in a dictatorship in Albania. Volunteering was promoted, so I was educated to help others and contribute voluntarily.

In 1999 I started volunteering with the organisation where I am now executive director – the Gender Alliance for Development Centre."

"In Albania, businesses suffer from various problems – when I took on the executive director role, the situation was quite unstable. However, I've been able to draw on skills learned during my MBA and using these, the organisation I lead has been able to monitor women's human rights issues in Albania. Recently me and the team have also been working on women

workers' rights and wage-related gender equality in the country."

Progressing women's rights is an ongoing focus for Mirela, who set up the Network for Albanian Women Entrepreneurs (NAWE) last year. Along with the Centre for Women's SMEs which she co-founded in 2005, she plays a prominent role in encouraging female entrepreneurship in Albania by acting as a board member for both organisations. Mirela said: "In 2016, Albania saw a 31 per cent jump in women running businesses – however, much more should be done to empower this group. With the Centre for Women's SMEs, I have organised seminars and training, particularly around introducing corporate social responsibility into your business and managing start-ups."

"Through volunteering in these roles, I am determined to respect and protect human rights and to try and advance gender equality in my everyday life. Volunteering for the University of Sheffield is different – I'm rewarded with the feeling of helping people, knowledge gained from colleagues, and engagement. When you know something is good, why not tell others?"

Returning to the Alumni Leadership Awards, Mirela was nominated for her work in implementing a range of PR and recruitment activities for programmes offered at our International Faculty in Thessaloniki.

“

I think Albanian students need the academic skills that top universities like Sheffield can offer.”

As well as organising a number of presentations at high schools and universities in Albania, she is an exceptional ambassador, opening doors for University staff to visit and meet with organisations and prominent academics in the region. Mirela said: "I think Albanian students need the academic skills that top universities like Sheffield can offer. The Faculty in Thessaloniki gives them access, without being too far from

their families or paying very high tuition fees.

"My son is now a student in the Computer Science department in Thessaloniki – the next generation of Sheffield alumni! I passed my love for education on to him, and I hope he will have the opportunity to visit the city of Sheffield while he's studying."

Mirela's passions – whether it's for volunteering, empowering women or getting a high quality education – have driven her career, but have ultimately improved the lives of others.

Inspired by Mirela's story?  
Are your children following in your footsteps at Sheffield? Has volunteering changed your life?  
Tweet us using #SUMSinspire.

## An evening of celebration and thanks for our Alumni Volunteers.

In October 2016, the University held its third annual Alumni Volunteers Thank You Event and Awards, to recognise and celebrate our alumni who choose to give their time to improve the lives and boost the prospects of our students.

Led by the University's Alumni Volunteering Manager Emma Packham, the evening event was co-hosted by Deputy Vice-Chancellor

Professor Shearer West and Pro-Vice Chancellor for Learning and Teaching Professor Wyn Morgan, who welcomed over 120 guests and shared their experiences of the University's volunteering projects, and why schemes like these are so important to student life.

To hear more inspirational stories from Sheffield Alumni Volunteers, visit: [www.shef.ac.uk/alumni/volunteering](http://www.shef.ac.uk/alumni/volunteering)

**Right**  
Presented by Prof Morgan the Alumni Leadership Award was collected by Chris Furness on Mirela's behalf

**Far Right**  
Students who have benefited from Alumni Volunteering also attended the event



# Celebrating four decades of occupational psychology at Sheffield.

## Life after an MSc. Celebrating the many and varied paths that a career in occupational psychology can lead to.

Although celebrations took place back in November 2015, we couldn't miss this great milestone out of this edition of Catalyst!

As one of the most established and well-known programmes provided by the Institute of Psychology at the Management School, we were immensely proud to be able to celebrate four decades of success with colleagues, students and alumni. Coinciding with the 40th anniversary

of the MSc programme, we held an event which explored the careers of five alumni who had taken different career paths within occupational psychology.

Thank you to everyone who attended, our panel members, and all who were involved in the run-up and on the day! Here is a little bit about some of our IWP alumni.



**Lizzie Townsend, 2013**  
Business Psychology Consultant

After graduating from Sheffield, Lizzie secured a job at Arup as a Business Psychology consultant in the operations team. Lizzie kindly agreed to take part in the panel for the evening's event, and a great job she did too!



**Rose Shepherd, 2007**  
Lecturer in Work Psychology

Rose is delighted to be back in the IWP, working alongside many of the fantastic academics who inspired her during her MSc, and having the opportunity to inspire (hopefully!) the next generation of occupational psychologists.



**Charlie Eyre, 1997**  
Senior Associate Consultant

After joining the Halifax PLC on their Graduate IS training programme, Charlie spent the subsequent 16 years in a variety of occupational psychology roles with the National Police Training, and in 2015 he joined Work Psychology group as a Senior Associate Consultant.



**Julia E. Knight, 1993**  
Independent Consultant

Since graduating, Julia worked for a small market research consultancy, then in-house for The Post Office and T-Mobile before becoming an independent practitioner. Since then she has supported a wide range of clients in private, public and third sector organisations.

Julia enjoyed being part of our guest panel for the evening and we enjoyed having her too!



**Professor Binna Kandola OBE, 1980**  
Senior Partner

It was a pleasure to welcome a long-standing friend of IWP back to the School – Binna has been involved in variety of projects with the university over the years, alongside his extremely busy and successful career. As well as leader and founder of his practice Pearn Kandola, Binna is the author of two critically acclaimed books, and was the first Chair of the Standing Committee for the Promotion of Equal Opportunities of the British Psychological Society (BPS). Amongst other acclaimed achievements, Binna was awarded an OBE in 2008 for his services to Disadvantaged People and Diversity.

Binna joined us for the 40th celebrations and was a valued member of the panel for the evening's event.



Keep informed with IWP research at:

[sheffield.ac.uk/  
management/research/iwp](http://sheffield.ac.uk/management/research/iwp)

**Where has your degree taken you?  
Tell us using #SUMSinspire**

We're coming your way, with

# Graduway

We are always looking to find new and easy ways of keeping in touch with our global network of Management School alumni, and ways for you to keep in touch with us and each other.

From listening to you, we also know that one way doesn't suit everyone! So that's why we provide you with a few options, so you can follow and join us on whichever platform is right for you.

This year, we are launching our latest online platform for all Management School alumni – Graduway – and we want you to join us. Graduway won't replace any of the School's current groups on social media, but we hope it will enable us to reach out to a few more of you, where ever you are in the world.

Our new Graduway group is a place to share and seek out opportunities in your sector, share industry best practice, and to search the alumni directory to find others in a nearby city or working in a similar field. It will also provide you with a place to capture your fondest memories of studying at Sheffield, by sharing your photos, memories and stories.

You'll receive an email invitation soon, so look out for it!

To find out more about Graduway and how you can best connect with the School, visit:  
**[management.sheffield.ac.uk/alumni/keep-in-touch](http://management.sheffield.ac.uk/alumni/keep-in-touch)**

Look out for your invitation to  
Join SUMS Alumni on Graduway!  
[join-sumsalumni.com](http://join-sumsalumni.com)



## Keep in touch.

We hope this issue has encouraged you to stay in touch with us and each other, and has inspired you to be involved with the Management School in whatever way you can be.

Whether you're able to speak to our students about your career, would like to feature your article in a future edition of Catalyst, or join us at an alumni event near you, we aim to make your alumni experience as worthwhile and enjoyable as possible.

If there is something you would like to be involved in, we'd love to hear from you! And to make sure we send you the right communications, you can update your details online.

Visit the Management Gateway at:  
[management.sheffield.ac.uk/alumni](http://management.sheffield.ac.uk/alumni)

Update your details:  
[shef.ac.uk/alumni/keepintouch/alumni-keepintouch-update](http://shef.ac.uk/alumni/keepintouch/alumni-keepintouch-update)





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