

Network

Nottingham Business School Supplement
Nottingham Trent University Alumni Association

Welcome



Welcome to this special *Network* supplement for former students of Nottingham Business School.

I'd like to record my

thanks to the thousands of alumni who shared in the School's 30th anniversary celebrations and joined the exciting events held to mark three decades of excellence in business and management education. Your continued support and enthusiasm is much appreciated.

As we look to the future, I hope you will continue to make the most of your association with Nottingham Business School which has a world-class reputation as the business school for business.

Within this publication you will read about many initiatives where we welcome and value input from our alumni, whether it be contributing your expertise to our courses or offering placements to inspire the students of today.

We also highlight just some of the wide-ranging ways in which we can continue to support your career, from our outstanding opportunities for postgraduate study to our dynamic support packages for business.

As alumni, you are among our most important ambassadors and we are proud of your success stories. Do remain in close touch and tell us about your achievements in future.

Professor Baback Yazdani
Dean
Nottingham Business School

Flying high with award

Assistant Chief of the Air Staff for the RAF, Baz North, is set to receive Nottingham Trent University's Alumnus of the Year Award for 2011.

The prestigious honour will be winging its way to Business Studies graduate Air Vice-Marshal Barry 'Baz' North in recognition of his outstanding 30-year RAF service.

Just some of the highlights in his career have included commanding the UK response to the flood relief operation in Mozambique, working with the Chief of Defence staff during the break-up of the Soviet Union, acting as Aide-de-Camp to the Queen and flying with the Red Arrows as their Air Officer Commanding.

Baz will return to Nottingham in November to be presented with his award by University Chancellor Sir Michael Parkinson. It will be the first time he has revisited the Business School since gaining his HND in 1981.

"I am flattered and incredibly proud to receive this honour," he said. "When I left all those years ago, I never imagined that I might be considered for such recognition in the future. I will enjoy every moment of the ceremony and trust that I will be able to give something back to the University."

He added: "My receipt of this magnificent award might demonstrate to future students that they can capitalise throughout their life on the grounding that they receive at Nottingham Business School."

Baz joined the RAF in 1982, the year after he left the Business School. Laden with prizes, he graduated from Cranwell later that year and was presented with his wings at RAF Shawbury in 1984.

His distinguished career has since seen him rise through the ranks, gaining the MBE and OBE along the way. He also received a Queen's Commendation for Valuable Service in the 2006 Operational Honours List following his last overseas post

commanding all UK air operations in the Middle East, the Horn of Africa, Iraq and Afghanistan.

Today, he is based at the Ministry of Defence where he delivers air policy advice to the Secretary of State and coordinates the RAF's implementation of the changes falling from the Strategic Defence and Security Review and the Comprehensive Spending Review.

It's all a far cry from when Baz left school with "no deep-seated ambition for one profession or another." He originally chose Nottingham Business School on the recommendation of friends who had studied in Chaucer Building and because he favoured a broad spectrum of subjects to keep his postgraduate options open.

Continued overleaf



A career that took off: Baz North in the driving seat

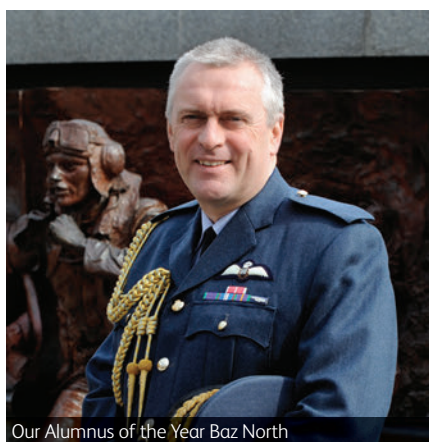
Photo © Crown Copyright

Continued from page one

Baz says that all his learning experiences from those days have served him well throughout his career - including the "mind-opening opportunity" to spend six months in Canada on work placement in the Auditor General's Office of the Government of Newfoundland and Labrador.

Baz concluded: "The challenges that I was presented with at the University, both professionally and personally, provided me with experience and confidence that I have built upon over my last 30 years in the RAF."

The Alumnus of the Year Award recognises the vital role former students play in raising the University's profile through their distinctive attainments, professional success and contributions to society.



Our Alumnus of the Year Baz North

Photo © Crown Copyright



Sir David and Sir Michael mark the opening of our inspirational new learning environment

High-profile celebration

World-famous broadcaster Sir David Attenborough performed the official opening of the University's newly-transformed Newton and Arkwright buildings in a high-profile ceremony which represented an important milestone for Nottingham Business School.

Accompanied by our Chancellor, Sir Michael Parkinson, and Vice-Chancellor, Professor Neil Gorman, Sir David delivered a speech to dignitaries, guests, staff and students to mark the occasion.

He told a delighted audience: "What could be more exciting, luxurious and stimulating than a great space like this in the heart of your University?"

The award-winning regeneration scheme has proved to be a showpiece for urban renewal and includes far-reaching sustainability features - something which truly struck a chord with Sir David, the revered natural history film-maker.

The occasion was a cause for celebration for everyone associated with Nottingham Business School. Relocating to the new-look Newton has opened up an exciting new era for the School, ensuring that staff, students and clients benefit from first-class professional facilities in a truly inspirational learning environment.

IoD regional office opens doors

Nottingham Conference Centre - part of the revamped and regenerated Newton building - has become the new home for the Institute of Directors (IoD) in the East Midlands.

The IoD can now offer its members free access to a prestigious Directors' Lounge in the city-centre, ideal for informal meetings, private work or time out from a busy schedule.

Formally launched by a visit from IoD Director General Miles Templeman, the new regional office reinforces the University's role as a vibrant business hub for the city.

Mr Templeman toured Nottingham Business School and the University's enterprise development centre, The Hive. He met with business representatives from the region, key figures from the University and several Business School students who outlined projects they are undertaking as part of their courses.

The IoD is Europe's largest membership organisation for business leaders. It supports 43,000 members through 44 regional branches across the UK and has an international network that covers six continents. Ron Lynch, IoD East Midlands Regional

Director, said: "We are now part of a thriving university community which offers our members flexible business facilities and meeting places. It is a further link between business and education, which is so important to us and the growth of the regional economy."

The IoD presence also showcases the exceptional facilities on offer through Nottingham Conference Centre, a dedicated, year-round venue in demand for events such as international conferences, meetings, product launches, exhibitions, training and private functions.

Its unique function and exhibition spaces include large tiered and flat floor lecture theatres, naturally-lit meeting rooms and executive boardrooms, all with fully integrated audiovisual technology and Wi-Fi access throughout.

Miles Templeman (left) meets students at the official launch of the IoD regional office



Are you planning an event?

Nottingham Conference Centre offers alumni a discounted £30 day delegate rate (excluding VAT and subject to availability) on events taking place in 2011. Quote your alumni ID number when booking. For a reminder of your ID number, email: alumni@ntu.ac.uk For more information about the Conference Centre, see: www.nottinghamconferencecentre.co.uk

Chris is ahead of the Games



The shape of things to come for London 2012

As the UK counts down to the world's most prestigious sporting event, one alumnus has set a remarkable pace in the run-up to London 2012.

As Commercial Director for the London Organising Committee for the Olympic Games (LOCOG), Chris Townsend is responsible for all forms of revenue generation for what promises to be a spectacular festival of sport and culture.

Chris (MSc Marketing Management 1997) had a target of raising approximately £2bn through domestic sponsorship, ticket marketing, hospitality, license and retailing and agreeing a share of worldwide broadcast rights and international sponsorship programmes.

And, although the finishing line is now looming into view, he still found time to return to the University this autumn to deliver a rousing speech to our new student recruits during Welcome Week.

Chris says: "As the Games draw closer, the focus of our commercial programme continues to evolve. It is my job in the final year to ensure that the team responds effectively to the new challenges they face, and that we continue our excellent progress towards our revenue target."

One area where the team has itself broken Olympic records is its domestic sponsorship programme, which is now close to reaching its £700m goal. This is an unprecedented success story - and particularly impressive against the backdrop of the global recession. No other sporting event of any kind has achieved sponsorship revenue of this magnitude.

Chris manages five teams within the Commercial department. The Commercial Negotiations team is busy finalising the recruitment of new domestic sponsors, with 42 agreements already signed.

Meanwhile, the Licensing and Retail team has completed agreements with more than 50 companies, which will all be producing London 2012 products that reflect the high standards and aspirations of the Games.

This is also an important time for the Commercial Procurement team who are working at full capacity to purchase the vast array of goods and services needed. Since April 2009 they have completed over 300 procurement projects, spent over £440m and achieved over £50m in savings. There is still an estimated £280m to spend - offering huge opportunities for UK business.

One area which has attracted the most attention is Olympic ticketing. With over five million tickets sold to date, Chris says that a key objective for the next 12 months is to ensure that everything possible is done for disappointed sports fans who failed to secure tickets in the first application phase.

He is now spearheading initiatives to ensure the Games are as inclusive and accessible as they can be in the face of overwhelming demand. These include a Ticket Recycle scheme similar to Wimbledon and a Ticket Resale system to be launched next year. He and his colleagues are especially proud of Ticketshare, which will enable many thousands of young people to attend the Games, subsidised by the hospitality partner companies.

A sports enthusiast, Chris is eagerly anticipating the entire Games schedule. As a keen cycling fan, he is looking forward to medals being won by Team GB in the Velodrome but has other highlights in mind too. He says: "Having recently visited the Volleyball Test Event, I think that's a brilliant sport to watch! Also the Olympic Football, which will feature Team GB, Brazil and world champions Spain. Finally the Wheelchair Basketball at the Paralympics as I can't wait to see this dynamic sport played at the highest level in the Basketball Arena."

After addressing NTU Welcome Week, he said: "I enjoyed sharing some of my experiences from working at the London 2012 Organising Committee and the lessons I have learned. Hopefully this has helped new students prepare themselves for their time at the University and their exciting careers ahead."



LOCOG Commercial Director Chris Townsend

Going for growth

Nottingham Business School prides itself on its influential role as an engine for economic growth in the East Midlands, promoting entrepreneurship and university-industry engagement.

Boosting regional prosperity

Nottingham Business School contributes an estimated £76m to the East Midlands economy per year, according to a major study.

This includes the large contribution it makes in providing graduates for the local jobs market, increasing the skills of workforces through professional courses, improving business productivity through consultancy projects, and attracting students and staff to the local area.

Estimates suggest that the average annual value of its placed students to industry is around £4m alone.

The statistics were gathered as part of a far-reaching study carried out on behalf of the Association of Business Schools. It featured case studies from across the country and was undertaken by the Nottingham Economics centre, part of Nottingham Business School.

Head of Nottingham Economics Dr Andy Cooke - who co-authored the report with colleague Vaughan Galt - said: "Since the 1960s, business schools have continued to push forward their role in the economy and have evolved beyond their traditional remit.

"Nowadays, they are catalysts for entrepreneurship, provide focal points for discussion, research and consultancy activity, and contribute knowledge to private and public sector forums. They also enhance the reputation and economic wellbeing of their universities."

Hub of enterprise support

Work to support SMEs is being stepped up by Nottingham Business School - after it became the lead sponsor for Growth Investment Network East Midlands.

Building on the Business School's extensive experience of providing strategic consultancy, applied research, executive coaching and short courses for the SME market, the collaboration will help to bridge the gap between business and academia.

The sponsorship brings a new dimension to Growth Investment, which forms a powerful hub of support for entrepreneurs and assists them in attracting funding for business ideas. It means that the investors, advisers and professional firms involved in the network can now call on an abundant resource of academic expertise.

The Business School recently hosted a high-profile event on behalf of Growth Investment, which attracted a 100-strong audience. Professor of Marketing and Entrepreneurship Clare Brindley was one of several keynote speakers, sharing the platform with Jamie Murray Wells, the founder of online prescription glasses store Glasses Direct, and Mark Onyett, founder of TDX Group, whose platforms for debt collection, debt sale and insolvency management are used by clients worldwide.

Business planning in recession

Research from Nottingham Business School provides fresh insights into how companies can face up to the challenges of recession.

Two major surveys have produced findings which will influence practical guidance to help firms with survival and growth in a tough economic environment.

One project, funded by the Chartered Institute of Management Accountants, resulted in a report to help shape business strategy planning. The researchers explored firms' strategic responses to stringent economic conditions - including efforts to access overseas markets, improve customer relations and galvanise product innovation.

A further study, supported by the Higher Education Innovation Fund, is analysing how East Midlands businesses manage market turbulences in recession. It has looked particularly at the construction, textile, aerospace and automotive sectors.

The findings are now being shared with policy-makers and business leaders in a series of workshops.

"Since the 1960s, business schools have continued to push forward their role in the economy. They have now evolved beyond their traditional remit as providers of business-focused education."





Jeff Moore, *emda* Chief Executive, with Professor Baback Yazdani, Nottingham Business School Dean

Investing in the knowledge bank

A major knowledge bank of information which will help shape future economic development policies has been made available through Nottingham Business School.

East Midlands Development Agency (*emda*), which will be closing in March 2012, has signed a unique agreement to transfer its knowledge legacy to the University. The move ensures that the vital know-how which emerged from *emda*'s activities can still be utilised by partners such as local authorities and Local Enterprise Partnerships.

The *emda* Knowledge Bank contains a suite of legacy handbooks providing details of the Agency's achievements across a broad spectrum of policy and delivery areas.

In addition, it features a wide range of strategies, policy and research studies, toolkits, and a number of reports which focus on *emda*'s progressive approach to economic impact evaluation.

The Knowledge Bank will be hosted online as part of the University's Institutional Repository (iRep) for at least ten years - ensuring that it is a publicly available resource, accessible through search engines. Collaborations with other public and private sector organisations will enable the University to expand these important materials in the long term.

Nottingham Business School will also use the information to advance its own research into economic development and its teaching to nurture the policy-makers and leaders of tomorrow.

To access the *emda* Knowledge Bank, please visit <http://irep.ntu.ac.uk>

Firm favourites

Future Factory - a pioneering project which has so far helped more than 300 SMEs across the region to become more environmentally sustainable - celebrated its second anniversary this summer.

Nottingham Business School plays an important role in this exciting venture, which aims to help firms 'design out' unnecessary, unsustainable materials and processing, and 'design in' features such as environmentally neutral technologies, recyclability and sensitive disposal.

Since its launch in 2009, Future Factory has worked on over 45 collaborative projects with East Midlands' firms and entrepreneurs and has held more than 30 events on sustainability themes. Because the project is part-funded by the European Regional Development Fund, support can be provided at no - or minimal - cost to SMEs.

Among recent activities were a 'Make your business lean and green' workshop on delivering superior value to the customer while reducing waste in the system. Explaining how to apply 'Lean' thinking tools were Nottingham Business School Dean Professor Baback Yazdani and Visiting Fellow Professor Colin Tivey, former Director of Jaguar Land Rover's Halewood plant.



For further information on how Future Factory could help your business, see: www.ntu.ac.uk/FutureFactory



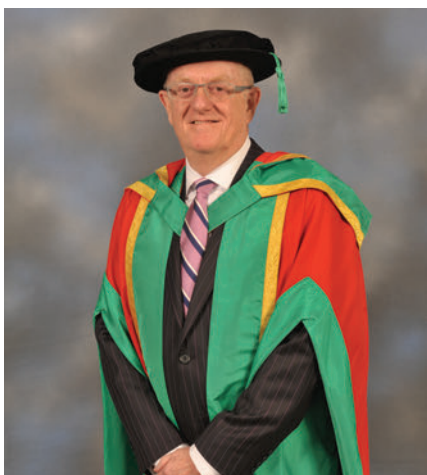
Companies across the region have benefited from the ingenuity and vision of Nottingham Business School MSc students - thanks to an enterprising range of 'live' consultancy projects.

Students on the full-time MSc programmes work in small teams with a local organisation facing a dilemma - deciding between future options, puzzling over a process that may not work effectively, or assessing the feasibility of trying something new.

This year a record 55 'consultancy teams' of students have worked on projects such as exploring how an Extranet can support start-up companies, encouraging firms to sign up to a crime prevention scheme, investigating the redesign of a warehouse and considering how a heritage site can become a profitable tourist attraction.

Such projects often lead to real changes. The UK's first smartphone application for a leisure complex was devised by Nottingham's Cornerhouse after students recommended the move in a review of the company's ebusiness strategy.

The Business School is always on the look-out for ideas for new projects. If your company is interested in hosting a project - or if you would like to discuss an idea - please email the MSc Management programme leader, Liza Pybus, at: liza.pybus@ntu.ac.uk



Our longstanding links with *emda* were underlined with the presentation of an honorary degree to Dr Bryan Jackson OBE, who has chaired the agency since 2004.

Dr Jackson received the Honorary Doctorate of Business Administration (DBA) in recognition of his role as a champion for economic growth in the East Midlands.

The award also reflected his significant contribution to the automotive industry in the UK and Europe. He spent 23 years with Ford, at several UK plants and in Germany, then moved to Toyota in 1990 to help establish production at the Burnaston plant in Derby. He retired as managing director before joining *emda*.

Venture off on the right foot



"We're looking to build a global brand for bespoke designed shoes and accessories, and we're so excited about that possibility."

Frustrated by fruitless shopping trips to find the perfect footwear, sisters and self-confessed shoe obsessives Julia Grinham and Katy Chandler have stepped out in style with a winning business idea.

Both BA (Hons) European Business graduates, the duo have launched Upper Street - an online design studio where women can create their own unique pair of beautiful handmade shoes from the comfort of their own home.

Customers can channel their inner Jimmy Choo to select the style, colour, shape and embellishments they want to match any outfit and suit their individual style.

Such is the appeal of the concept that it has captured widespread attention from the fashion editors of glossy magazines and, for the last two seasons, designer Jasper Garvida has used Upper Street to design shoes for his catwalk collection at London Fashion Week.

Julia and Katy (née Brown) have been asked for designs based on everything from family tartan to the colours of a football team. They even made a pair of shoes out of Jodie Kidd's jeans which were auctioned off for the Jeans for Genes charity.

The sisters had always considered setting up a joint venture, even before they both decided on the same degree. They studied three years apart - Julia encouraging Katy to join her in Nottingham. Julia graduated in 1996 with Katy following in 1999.

Both praised the blend of subjects on the course, the real-life corporate case studies, the industrial placements and the chance to learn French and even Japanese. "The year spent in Toulouse was just so invaluable and it was great to come away with a French diploma on top of my degree," said Katy.

After graduating, they both enjoyed impressive corporate careers. Julia joined the International Marketing Graduate Scheme at Reuters and spent two years working in the UK and Singapore before taking up an account management role.

Lured by the dotcom world, she moved to head up business development at UpMyStreet.com and became Commercial Director when it was bought by uSwitch.com. She then spent several years as an internet business consultant.

Katy joined a web development agency in London and then headed to Hong Kong to work for a financial trade magazine. Her next move was to set up the corporate access marketing division at Morgan Stanley, developing the role to head up a large team servicing the whole of Asia.

Upper Street was born last March after a 'lightbulb moment' when the sisters met up for dinner one evening. Katy was wearing a gorgeous pair of shoes she had designed herself and had made in the Far East.

"We both suddenly thought it would be amazing to be able to design your own shoes no matter where you lived in the world," says Julia. "At that, we went straight home and wrote the bare bones of our 'elevator pitch' on two sides of A4 - and the rest is history."

They admit there have been challenges along the way, not least that Julia works in London while Katy is based in Hong Kong. With two young children each, balancing business and family life can be tricky too.

However, they have bold plans for international growth and further product development. "We're looking to build a global brand for bespoke designed shoes and accessories, and we're so excited about that possibility," enthuses Julia.

What about running a business together as sisters? Both say it's an advantage: having had all their lives to figure out how they work best together.

But as Katy adds: "We do sometimes get so into talking about business that we forget to ask each other how our husbands and kids are ... and I'm sure they get pretty fed up with it sometimes too! Then again it's hard not to talk about shoes all the time - it's something women enjoy!"

Upper Street credibility: alumni Katy and Julia



UPPER STREET
LONDON

Happy returns

Matt Harris lost his iPhone in a taxi - but found inspiration for a business!

The BA (Hons) Business Studies graduate came up with a breakthrough service in the UK to help people who mislay their valuables and gadgets.

TagBak is based on solving a dilemma: your lost property is practically always found by someone, but how do they find you?

The concept works through labels featuring unique ID numbers which a user can attach to their possessions and register online. With a lifetime guarantee, each tag states 'reward for return' along with an 0800 number and website. Anyone finding a lost item can get in touch with TagBak, who will reward them on the owner's behalf and return the item within 24 hours.

Over 184,000 items are lost every year on public transport in London alone - and Matt's enterprise has the advantage of launching at a time when we increasingly manage our lives through our mobiles or carry entire music collections around on MP3 players.

"When I lost my phone, it was very frustrating," he says. "After I bought a new one, I was looking for ways to label it without displaying my own personal details. That's when I started to see potential for a business opportunity."

He launched his company a year ago - having joined the Enterprise Inc scheme at The Hive on graduating in 2009. Says Matt: "It's a minefield when you start a business and they helped me get my head around everything."

Matt has now attracted investment and has secured a contract with Protect Your Bubble, the online gadget insurance specialist. He emphasises that you need tenacity to run a business. "Things don't just happen overnight. You just have to trust in your instincts and keep pushing forward. But the challenges are what makes the whole journey so exciting and rewarding. I wouldn't change it for anything."



TagBak 
.co.uk

"Things don't just happen overnight. You just have to trust in your instincts and keep pushing forward. But the challenges are what makes the whole journey so exciting and rewarding. I wouldn't change it for anything."



Pulse success takes some beating

Serial entrepreneur Daniel Hill (BA Hons Business Studies 2009) has his finger on the pulse of the student market ...

Founder of Pulse Student Network Ltd, Daniel provides a string of products and services aimed at a young, hip crowd.

Pulse offers everything from high-end customised clothing to event management, international travel to student properties. You may even have purchased one of their distinctive NTU-branded hoodies!

Based at The Hive, Daniel's burgeoning business is a natural progression in a career which saw him set up his first enterprise at just 15. Money he earned running Pulse Discos provided extra financial security for his time at Nottingham Business School.

During his studies, he specialised in strategic entrepreneurship and enjoyed headline-grabbing success on his work placement with a national retailer. After 12 weeks he was promoted to assistant store

manager, one of the company's fastest-ever promotions. He also contributed to 40% growth for his department which earned him a coveted managerial award.

He joined The Hive the week after graduating. "It's supported me through all my major business decisions," he says.

One of Daniel's key successes is on the student clothing front - with a range of hoodies and polo shirts customised to feature a university, school, student union or sports team. The first Pulse Student Properties house is already rented out and a Derby office has just opened to cater for the student market there. "The ultimate aim is to build Pulse into a national student brand offering an even broader range of products and services," he enthuses.

Check out the NTU range by Pulse at: www.TrentStudents.org/shop



Daniel Hill - helping you proclaim where you studied

If you have a viable business idea, The Hive could be the place to start. Primarily for students and graduates of NTU, it offers a range of programmes to help entrepreneurs get their ventures off the ground. It has won international recognition as a model of excellence for supporting graduate enterprise. Find out more at: www.ntu.ac.uk/hive

Opening up a whole world of opportunity

Nottingham Business School's influence and expertise continues to make its mark worldwide - with a series of high-profile international collaborations.

New partnership agreements have been signed with three leading management schools across the globe, paving the way for transnational courses, staff and student exchanges, and joint research projects.

The latest collaborations are with:

The Graduate School of Business at Koç University, Istanbul - in what is the Business School's first link-up with Turkish higher education. Academic visits are already underway to Koç, the country's only EQUIS-accredited business school. It is hoped that student exchanges will begin in the 2011/12 academic year.

The Faculty of Business and Law at Victoria University, Melbourne - opening up exchange opportunities and the potential for transnational education projects.

The Beijing-based Management School of the Graduate University of the Chinese Academy of Science - an agreement with national significance as the academy has over 100 centres across China. Possible developments include Professional Doctorate programmes and related research collaborations.

The new agreement in China builds on Nottingham Business School's growing reputation in the country. Other initiatives include the delivery of short courses to Chinese state-owned companies and enterprises. The potential for corporate-focused courses for the Ministry of Human Resources and Social Security - to address the needs of their professional managers - is also being explored.

Head of International Affairs at Nottingham Business School, Dr Simon Mercado, said: "We are delighted to be forging links with some of the world's strongest business schools, internationally recognised for their work and excellence. We share the same vision as many of these institutions, such as quality enhancement and the undertaking of applied research.

"These links will not only provide fantastic opportunities for our staff to enrich their academic experience and teaching skills, but will also benefit our students and give many of them the chance to experience business schools in other countries."

Elsewhere, the Business School has entered into agreements with various European schools and is working on potential dual degree projects with the Universities of Economics in Valencia, Spain, and Poznań, Poland.



New frontiers for networking

If you're a Nottingham Business School graduate living overseas, don't forget that you can join one of our international networking groups.

These dynamic groups help alumni keep in touch with each other and up-to-date with what is happening at Nottingham Trent University, as well as providing professional networking opportunities in each country.

A number of official alumni ambassadors help us run networking groups in places such as Australia, China, Hong Kong, India, Malaysia, Pakistan and Saudi Arabia. They include Bakare Tajudeen "TJ" Oluwagbenga (MSc Customer Service Management 2007) in Nigeria.

Less formal groups are run by Anna Voigt (MSc Management 2010) - Germany; Mihaela Pirvu (MSc Management 2007) - Romania; Cleopas Sanangura (DBA 2011) - South Africa, including Swaziland and Lesotho; Chirag Doshi (BA Hons Business Studies 2008) - Tanzania; Richard Thompson (BA Hons Economics 1975) - United Arab Emirates; and Martin Ndengu (MBA 2003) - Zimbabwe.

Membership of all of these groups is free. We just need permissions for the University to share data with the alumni ambassador in your country. To find out more, visit: www.ntualumni.org.uk/netcommunity/international

If you are interested in volunteering to organise a similar group where you live, please email us for more information at alumni@ntu.ac.uk

Vital role in saving lives

MBA graduate Marvin Couldwell is harnessing his expertise in supply chain management to combat the ravages of HIV and AIDS in one of the world's poorest countries.

He spearheads a massive operation which is helping to revolutionise the health care supply system in Ethiopia, bringing vital treatment and testing to thousands of people even in the most isolated rural areas.

Working for Management Sciences for Health (MSH), Marvin's role is to act as Country Director for its Supply Chain Management System (SCMS) project.

The aim is to work with the government and other global partners to provide cost-effective, reliable, secure and sustainable health supply chains which can save many lives.

Much has been achieved in the last two years, as the number of people on active treatment for HIV / AIDS rose from 50,000 to 250,000 and the number of treatment sites increased from 170 to over 800.

It's all far removed from the career route Marvin was following with Boots when he completed his part-time MBA in 1994. He had started working for the company on a two-week contract in 1978 and stayed for 26 years! Along the way, he rose through the ranks to take on various project roles in supply chain management.

Leaving Boots in 2005, he embarked on a mission to "do something more useful with my life" which led to volunteering with VSO and then setting up a supply chain project in Vietnam. Over 12 months, he established a new supply chain to provide laboratory tests for HIV patients there.

In 2009 he became a Procurement and Logistics Adviser with MSH, left Vietnam a year later and moved to Ethiopia. It was a

meteoric rise which saw him go from volunteer to country director - running the third biggest national programme in the SCMS project - in just four years.

Today he leads a 130-strong workforce organised into technical teams dealing with warehousing and distribution, computer systems, quantification and procurement, laboratory logistics and field support for the strengthening of health systems.

Moving to Ethiopia entailed a culture shock, not least the surprisingly cold weather, the poor infrastructure and the stunning but challenging geography. A journey of 190 miles can take seven hours, there are daily power cuts and heavy summer storms wash roads away.

With products disappearing from the shops for months, Marvin says it reminds him of what he read about 1970s Soviet Russia. "It's very hard for people to understand the challenges involved," he says. "Sometimes the best way is to explain that it's a country 4.5 times the size of the UK with 1.5 times the population of the UK - and an annual government budget which is about half the turnover of Boots!"

The next challenge is to make his project sustainable by the time it finishes in 2013. He is passionate about the benefits of the SCMS initiative. The project is now the world's biggest buyer of antiretroviral treatment, making a major contribution to the reduction in the cost of treatment.



Marvin (left) inspects a new warehouse site in western Ethiopia

Fluency in business

Mike Hunter (BA Hons Economics 1984, DMS 1997 and MBA 2000) placed the accent on success when translating his business ambitions into running betterlanguages.com.

As Managing Director of the Bingham-based firm, he has seen the business grow at around 50% per year despite the global recession. His company's reputation for speed, accuracy and a 'can do' approach has earned a blue-chip client base including names like Marks & Spencer, Debenhams and Iceland.

Using a network of over 150 translators in 27 countries, it offers services covering websites and e-commerce, packaging, food and care labels, technical, business and legal translation.

The translation business is really Mike's second career. He started out in social work and moved into care home management before redundancy forced him to rethink and join his wife's translation agency. He admits that a relocation to Spain in 2001 - where they opened a language school - was a "big mistake". Their return to Nottingham four years later was like starting again.

"We gave ourselves six months to see where the translation agency would get to, and haven't looked back since," he says. "Very early on, we won contracts to supply Mothercare and New Look. We incorporated in 2007 and today the business continues to grow rapidly."

The client base is predominantly UK companies involved in export, but the firm's global profile is increasing. Among its latest clients are Australian clothing manufacturers and food packaging companies in Germany and Holland.

The betterlanguages.com website is now available in seven languages and a key milestone this year was achieving ISO9001 certification. The largest number of languages the team has handled in one project is 40 - including Kazakh and Ukrainian for the first time.

Stretch yourself

Are you an ambitious high-performer aiming to enhance your corporate impact as an executive? Or have you just been promoted to a management role and would like to learn about contemporary approaches to leadership?

Whatever stage in your management career you have reached, then the latest Nottingham Business School development programmes could be exactly what you are looking for.

Innovative and exciting, our 12-month Senior Executive Development Programme offers a unique opportunity to identify, develop and translate your talent into success. It involves spending eight days across three study blocks on a series of activities which improve your:

- Personal excellence - by understanding your leadership strengths and enhancing your capacity to learn from experience.
- Executive role performance - by learning how to lead an enterprise and closing any gaps in your leadership capability.
- Corporate performance - by using current business challenges to explore and develop your skills.

Participants are expected to have at least five years' experience operating in increasingly responsible roles within their sector, maybe as a Head of Business, Divisional or Functional Director.

The content and delivery of the programme will be customised to your individual learning requirements and work context. You will also be assigned a coach to help you develop a personal strategy map.

Meanwhile, our new Management Development Programme is aimed at newly-promoted and aspiring managers, as well as those who would welcome a refresher course in leadership. It nurtures managers who can deliver measurable results for their organisations.

This six-month programme, delivered over three sets of two-day workshops and a networking event, will enhance your knowledge of business, build your resilience and support you with a tailored personal development plan.

It will enable you to apply step-by-step approaches to managing people, tasks and resources, to develop high-performing teams and to generate new ideas for improving or growing your business.

Key features include a business simulation where you can develop and improve your commercial acumen, project management and team leadership abilities. You will also have the chance to practice your skills via mock promotion interviews and coaching meetings.

Both programmes have the added advantage of enabling you to learn from and share your experiences with your peers from a wide range of organisations.

For further information email: nbs.business@ntu.ac.uk
Alternatively call Lindsay Bullock on +44 (0)115 848 8139 or Roya Gold on +44 (0)115 848 3752.

Accounting for success

On top of the world - that's Helen Gunnell (BA Hons Business Economics 2003) after she gained the highest marks across the globe in her accountancy exams.

Helen (née Thornley) is the proud recipient of the prestigious Gold Medal from the Association of Chartered Certified Accountants. She triumphed over 6,400 other candidates to take the highest combined grades in her final five professional papers.

Now a qualified executive working in the audit department at Ernst & Young, Helen said: "I put in a considerable amount of work for the exams but I was still speechless when I heard I'd won the medal."

Helen originally joined NTU after being impressed at an open day and because she had read "great things" about its teaching quality. She chose Business Economics because it would provide her with a solid grounding for a number of careers: "It gave me broad knowledge that I was able to build on when it came to the exams."



Gold standard work by award-winner Helen

Meanwhile, trainee accountant Gemma Tempest (BA Hons Business Studies 2008) has also been recognised - for excelling in her ACA advanced stage exams.

Working in the audit team at Cooper Parry in Nottingham, she won an award from the Institute of Chartered Accountants in England and Wales (ICAEW).

She received the John Ross Sergeant Memorial Prize which is awarded annually to the student in the region who achieves the highest marks in the ICAEW's technical papers for the final examinations.

Gemma said: "I'm extremely proud to win this accolade which recognises all the hard work I put into the exams."

Your experience at Nottingham Business School

has already helped shape your career - but have you thought about taking your ambitions to the next level?

Check out our full list of postgraduate and professional courses at: www.ntu.ac.uk/nbspg

Interested in studying one of our postgraduate / professional courses?

Come along to our open evening on Thursday 10 November 2011.

Visit ntu.ac.uk/nbsevents to book your place.



Get involved

There are many ways for you to continue playing a part in the life of Nottingham Business School and Nottingham Trent University as a whole. We greatly appreciate your input, whether it's offering work placements to current students, providing expert careers advice or talks, helping out at open days or making a donation to the Alumni Fund.

Make your mark as a mentor

Our online careers mentoring programme enables you to share your professional experiences and expertise with current students via email, providing guidance to help them advance their own careers.

If you are interested in the programme - which involves email contact only via NOW, our secure password-protected web-based learning platform for students - do get in touch. Include your name, contact information, details of your career and any additional expertise you can offer.

Something to talk about?

If you have an interesting story to tell about your career experiences, consider delivering a guest lecture or career talk.

Alumna Louise Righton, now Global Market Development Manager for 3M, gave a careers lecture to Business School undergraduates. She says: "My time at the University provided an inspirational platform for my own career progression as a professional marketer. I thoroughly enjoyed 'giving something back' by sharing my experiences to help students think through the career choices open to them."



In tune with the Alumni Fund: Paula Yan

Alumni Fund strikes a chord

Your donations to the Alumni Fund make a real difference to the experience of the students following in your footsteps.

The Fund supports projects that improve resources and nurture academic achievement. This year, two Business School students received awards for music and sport - thanks to alumni generosity.

The honour was music to the ears of talented Economics student Paula Yan who is enjoying playing a new piano purchased through the Fund. After she graduates, the piano will remain at the University for the benefit of future students.

The Fund also put a spring in the step of Business Economics student and 400m runner James Baines, with a package to help him balance his studies with training.



Racing ahead with alumni support: James Baines

Find out more about all these opportunities at www.ntualumni.org.uk or by emailing alumni@ntu.ac.uk. If you are interested in contributing to mentoring, careers talks or open days, call **+44 (0)115 848 8777**. If you would like to donate to the Alumni Fund, call **+44 (0)115 848 8807**.



Well connected: entrepreneurs Rob (left) and Peter

How are you placed to help a student?

If you are an employer, have you ever considered offering a work placement to an undergraduate? We can help you find a confident and talented individual with the skills your company needs right now.

A placement student from Nottingham Business School could help you to research niche markets, solve technical problems, improve performance and increase profitability.

One alumnus who extols the virtues of placements is Peter Roome (BA Hons Business Information Systems 2007), who now runs a creative web design and development firm.

Peter believes his own year-long placement in the Business Intelligence Department at Caterpillar in Peterborough helped give him the ideal portfolio of skills to launch his own enterprise just four years after graduating. He said: "Because of its strong connections, Nottingham Business School opened doors for me. The placement was the ideal 'real-world' experience I needed to decide what direction I'd like my career to take."

He set up his new company in January in partnership with an old school friend, Rob Barwell, who has a background in branding. Their business, PANDR - an acronym of Peter and Rob - attracted instant attention. The launch of their website prompted 25,000-plus page views in the first week and they have won a clutch of prestigious awards.

To find out more about offering placements to students, please contact the Alumni Office on **+44 (0)115 848 8777** or email alumni@ntu.ac.uk

An influential network

With almost 100,000 former students in our ever-growing alumni community, there's every reason for you to stay in touch with your University.

As a valued member of the Alumni Association, you will receive a range of benefits and services, including professional networking opportunities, career profiles and information about postgraduate and professional courses.

Stay connected online

Our exclusive Online Community at www.ntualumni.org.uk will help you keep in touch with latest news from Nottingham Business School and the University, join discussion forums with fellow alumni, learn more about alumni events and reunions, and visit our nostalgia photo galleries.

Please update your details online - and include your email address - so that we can remain in regular contact with you.

Rekindle your friendships

You can search for your 'old' University friends, either by name or class, through the Online Community. You can also choose to display your own contact information so that fellow alumni can get in touch with you directly - or you can use our message forwarding service.

While you're online, take a moment to see if you can help us too. Check through our directory of 'lost' alumni and let us know if you are still in contact with any of them.

Make your voice heard

Your views can help make your Alumni Association even better. We have established a group of online ambassadors to provide a vital 'voice' for all our alumni. It's your opportunity to give us valuable feedback or to contribute ideas for events and new initiatives.

Discussions take place through a dedicated forum in a private section of the Online Community.

If you are interested - and when your full membership of the Online Community is confirmed - please email alumni@ntu.ac.uk to ask to join the online ambassadors group.

Benefits for you

As part of the Alumni Association, you qualify for excellent discounts on everything from books and chocolates to holidays, restaurant meals and entry to major tourist attractions.

Special offers on Nottingham Conference Centre bookings, legal advice, hotels and car hire could enhance your professional life too.

Find out more at:
www.ntualumni.org.uk/Netcommunity/benefits

Forge new links

You can join almost 3,000 members of the Nottingham Trent University Alumni Association LinkedIn group, which includes many sub-groups for online networking. Remember to become part of our growing networks on Facebook and Twitter as well.

