

## **Keynote Speaker**

### **Susan Hallam, MBE**

With more than 30 years' experience working in the digital industry, Susan Hallam is a leading influencer in the Internet world and a thought leader who inspires businesses to greater success through digital engagement. She is a practicing digital marketing consultant, a public speaker, and Founder/CEO of Hallam one of the UK's leading digital agencies.



As Chair of the Board of Nottingham's Creative Quarter, Susan is committed to the growth of the city's creative economy, and developing Nottingham's reputation as a great place to live, learn, work, and invest. Susan was awarded an MBE for services to entrepreneurship and innovation in the Queen's Honors 2018. Also in 2018, Susan was named a BIMA 100 CEO & Leaders shaping the digital industry, and she was made a Fellow of the Institute of Direct Marketing.

She is a Freeman of the City of London and a Trustee of Nottingham Castle. She is also chartered member of CIM and CILIP. Born in the USA, Susan has resided in the UK since 1985. Formerly a Senior Lecturer in Computing at Nottingham Trent University with specialist interest in digital technologies, Susan also held senior digital marketing roles at BT and Capital One before establishing Hallam Internet in 1999. A Premier Google Partner, Hallam Internet employs more than 60 people who, under Susan's leadership, provide a full range of digital marketing services to companies regionally, nationally, and internationally.

## **Professional Workshops Speakers**

### **Matt Sismey**

Starting as the Equality and Diversity Officer back in 2008, Matt Sismey is now the OD and Inclusion Manager at Nottinghamshire Fire and Rescue Service (NFRS). He is responsible for employee engagement, Service values, coaching and mentoring, leadership development as well as the equality & inclusion agenda at NFRS. The Service successfully met the Achieving and Excellent levels of the LGA/CFOA Fire Equality Framework in 2010 and 2013 respectively and has entered the Stonewall Workplace Equality Index Top 100 4 times in the last 5 years. NFRS had its most successful whole-time firefighter recruitment campaign, in terms of diversity, during 2018.

### **Paula Black**

Dr Paula Black is Director of Nottingham Civic Exchange and leads the overall development of our work. She has a professional background as an academic and has taught Sociology at the Universities of Sussex, Manchester and Derby. She has also worked as a researcher, as a senior manager in Local Government and, prior to joining Nottingham Civic Exchange, she was Director of Research at the New Economics Foundation Think Tank.

### **Rich Pickford**

Rich is a Knowledge Exchange and Impact Officer for Nottingham Civic Exchange. He takes the lead on facilitating connections between researchers, communities, business and citizens and maximising the impact of Nottingham Civic Exchange's work. He has a passion for working with people in a variety of settings. Rich has a background in outdoor education and youth work, and prior to working with NTU he was based with the RSA supporting their work across Wales and the Midland.

### **Dr Sarah Pass**

Sarah is a Senior Lecturer at Nottingham Business School. Prior her current role, she was working at the University of Nottingham as a Research Fellow in Organisation Studies at the Collaboration for Leadership in Applied Health Research and Care (CLAHRC NDL). Sarah was previously employed by the CIPD as a HR Advisor in their Research and Policy Unit. Her role was predominantly associated with the CIPD focus on sustainable high performance and she was involved in projects covering sustainable high performance, innovation, diversity, and international issues of HRM. In addition, Sarah worked at the University of Manchester as a Lecturer in International HRM, and at Cardiff University as a tutor and research fellow. Alongside her posts in academia, Sarah is leading the regional group on Engage for Success.

### **Professor Thorsten Chmura**

Thorsten is a Professor in experimental and behavioural economics. He works with colleagues in the Nottingham Business School and with his international network. Thorsten previously worked at the University of Nottingham (Business School) where he was Chair of Industrial Economics and the director for the centre for research in the behavioural sciences. In addition to this, he was the PhD programme director and the research director for the industrial economics, finance, risk and banking group. Before his time in Nottingham, Thorsten worked at the Universities of Munich (LMU), Duisburg, Bonn (Germany) and the Shanghai Jiao Tong University in China. Thorsten studied at the University of Bonn (Germany) and holds PhD's in Economics and Physics.

### **Steven Frost**

Steve is the Founder and CEO of WorkBuzz – an employee engagement platform which helps hundreds of companies build great cultures by gaining regular, bite-sized feedback from their people. Steve is passionate about sharing best practice and WorkBuzz's vision to improve the working lives of 1 million people by 2022. Every two years, Steve helps to co-author the State of Employee Engagement Report, in partnership with HR-Zone, into the latest employee engagement trends and best practices. Prior to WorkBuzz, Steve founded the Best Franchise Programme – a franchise feedback and recognition programme, which Lloyds Bank sponsor and 200+ franchise brands, including McDonald's, O2 and British Gas participate in.



### **Dr Maranda Ridgway**

Maranda is a Senior Lecturer at Nottingham Business School. Before the University in 2016, she worked as a senior HR practitioner with experience across project management, strategic and operational human resource management, line management and support of the entire employee lifecycle. She has worked in a range of diverse

industries including aviation, engineering consultancy, FMCG, financial services, hospitality and retail, both in the UK and in the UAE.

### **Dr Michaela Edwards**

Michaela is a Senior Lecturer at Nottingham Business School specialising in Human Resource Management and Organisational Behaviour. She completed her PhD concerned with organisational wellbeing in 2015. After this, she took a post as a research assistant before securing a new position as a lecturer at Lancaster University teaching Blended PG students and UG students. She is a qualified coach with wealth of experiences in wellbeing and mental health.