

SPEAKERS

Tim Conlon

Head of Enterprise Engagement, Higher Education Authority Ireland

Tim Conlon looks after enterprise engagement at the Higher Education Authority (HEA), Ireland's statutory planning and policy development body for higher education and research. He graduated from the University of the Creative Arts (UK) and has an MBA from the Smurfit School of Business at UCD.

Currently based in the strategic policy and planning section, Tim has worked at the HEA for over ten years, holding various posts at the national research council, HEA research and infrastructure programmes and HEA policy and planning. He has worked on the design and assessment of the Programme for Research in Third-Level Institutions (PRTL), the Strategic Innovation Fund (SIF), the mid-term review of SIF and the development of a HEA policy on Open and Distance Learning. He has also participated in external reviews of architectural education provision, the review of the Irish Universities Quality Board (IUQB) and the review of the Royal College of Surgeons in Ireland in relation to the commencement of its degree-awarding powers and a review of Creative Arts Provision in the Dublin Region. Tim is currently working on strategic instruments designed to improve ICT Skills provision in the higher education sector as well as labour market activation measures. In his enterprise engagement role, Tim is investigating the nature of relationships between business, enterprise and academia and is preparing the HEA's policy for sustainable enterprise engagement.

Tim has served as the National Delegate for FP7 Theme 8: Social Sciences and Humanities. In his capacity as Acting Director of the Irish Research Council for the Humanities and Social Sciences (IRCHSS) he sat on the management boards for ERA-Net projects in the social sciences (NORFACE) and in the humanities (HERA). Since participating on the Japan Exchange and Teaching Programme in 1997, Tim has maintained an interest in the language and culture of Japan. More recently Tim has served as policy adviser to the Minister for Foreign Affairs.

Julie Fionda

European Commission, DG Education and Culture, Higher Education Policy and the Erasmus Programme

Julie Fionda is a British official working in the European Commission since 2002.

She has a background in economics and business studies and is currently policy officer with responsibility for the EU agenda for the modernisation of higher education. Julie also works on initiatives linked to graduate employability and the higher education labour market and on the development of a European student loan guarantee 'Erasmus Master'.

Earlier roles in the European Commission have included the negotiation and management of European Social Fund programmes and co-operation between Member States in the framework of peer learning and benchmarking.

Prior to joining the European Commission, Julie worked in the UK administration on regional development and social inclusion initiatives and began her career in the education sector, working on corporate development and planning.

Esther Haag

University of Groningen, Faculty of Arts, The Netherlands

Esther Haag graduated in 1991 from the University of Groningen with a MA degree in Dutch Language, specialization 'Organizational Communication'. After graduation she did work at a Communication Consultancy Bureau as a communication and text consultant. Next to her consultancy work, she was a lecturer at the Faculty of Economics and Business at the University of Groningen. Since 1993 she works at the Faculty of Arts. First as a lecturer in Communication Sciences, then as coordinator and lecturer of Broadcast Journalism. She co-authored a guide to report writing in literature research (2008). Since 2004 she is the

Placement Coordinator at the Faculty of Arts. She took part at the project 'Hanze Mobility Network', an European programme of Hansepassage to develop and promote mobility in vocational training (2005-2007). In 2009 she took part in the EU-VIP project (2009-2011). This project aimed at using virtual mobility to support or even enable international work placements. It was funded by the European Commission within the Lifelong Learning Programme and brought together 16 partners from 8 different countries. In 2010 Esther Haag published a handbook for placements in higher education. It was translated and arrived as 'Internship Guide, Work Placements Step by Step' in 2013. The Placement Office Esther Haag manages handles Erasmus grants for placements within the Lifelong Learning Programme.

Sonja Hendy-Isaac

Senior Lecturer, Curriculum Design (Employer Engagement), Birmingham City University, UK

Sonia Hendy-Isaac is a Senior Lecturer in Curriculum Design, Employer Engagement at Birmingham City University. She is based within the university's Centre for Enhancement of Learning and Teaching (CELT), and teaches a range of subjects within the Masters in Education programme, in addition to supporting faculties, programme teams and individuals in the curriculum design process. She co-authored the HEA publication 'Pedagogy for Employability 2012' and BCU's The Rough Guide to Curriculum Design, an output supported by JISC. She has taught across a range of disciplines including creative writing, personal and professional development and educational practice.

Her duties among others are to encourage the use of experiential, work-based and work-related learning, and reflective practice in conjunction with employment opportunities, mentoring and PDP/CPD across the university to enhance both graduate and staff employability and more effective employer and stakeholder engagement.

Valeska V. Geldres W.

University of La Frontera, Chile; University of Sao Paulo, Brasil

Valeska V. Geldres Weiss is Doctor in Business Administration and Marketing, graduated from Universidad de Sevilla, Spain, and a BA in Business Administration from Universidad Austral de Chile. Her interest areas in research are International Business, Entrepreneurship, International Entrepreneurship, Human Capital and Business History. Currently she develops as Associate Professor in Universidad de la Frontera, and as an Adjunct Professor in the Doctoral Degree Program in Management Sciences at Universidad de Santiago de Chile. Her research has been published in national and international journals, and regularly participates in national and international conferences related to international business and management sciences. Since 2011 is Regional Coordinator of the Global Entrepreneurship Monitor in the Araucanía Region in Chile. Since 2010 Dr Geldres is coordinator of Association for the International Exchange of Students in Economics and Commerce AIESEC agreement with the University of La Frontera. In 2013 he began her postdoctoral studies at the School of Economics, Business and Accounting at the University of São Paulo (FEA-USP) in Brazil in the topic of International Student Mobility and Employability. This topic has been influenced by his international experience as international business manager, foreign student in Spain, and her living in Germany for over a year. Among the private sector she developed a born-global firm where she performed as an export manager, carrying successful negotiations of Chilean products in Europe and Middle East. For the prospection, maintenance and opening of international markets she used exports promotion instruments available from Chilean state for the private sector. It is member of a family SMEs devoted to the production and marketing of vegetables in southern Chile.

Arno Meerman**CEO of UIIN & Business Development Manager at the Science-to-Business Marketing Research Centre**

Arno Meerman is Co-founder and CEO of the University-Industry Innovation Network (UIIN). Arno's involvement in university-industry relationships and innovation primary stems from his work at the Science-to-Business Marketing Research Centre at Münster University of Applied Sciences in Germany. With a focus on international research and consulting project as well as events he, for, example, has been working on a European Commission study on University-Business Cooperation in Europe (covering 33 countries) and managed the 2012 Conference on Entrepreneurial Universities. Arno is also involved in the development of the Conference Café! meeting platform, ub-cooperation.eu and several other university-industry initiatives. Having an entrepreneurial mind-set, being market orientated, combined with his interest in new cultures, experiences and endeavors, Arno is interested in driving new projects, setting up networks and finding innovative ways to connect academia with industry.

Svetlana Sigova**Doctor of economics, Professor, Deputy director for research of Budget Monitoring Center of Petrozavodsk State University, Russia**

Major scientific interests: analysis and forecasting of education services and labour market development; skills anticipation; human capital development foreign labour migration
More than 60 publications in journals with high impact factor, including 5 monographs.

Denis A. Pyzhikov**Head of Development Unit, the Karelian regional institute of management, economics and law at Petrozavodsk State University, Russia**

Specialist in project administration and the foreign affairs. Responsible for the operations with the international donors and financial bodies in the Northern Dimension area. Local coordinator of the number of the EU-funded projects running in the field of education and research. More than 10 publications in journals and conference proceedings on the projects.

Robert Wagenaar**Director of Undergraduate and Graduate Studies, Faculty of Arts, University of Groningen, The Netherlands**

Robert Wagenaar is Director of Undergraduate and Graduate Studies at the Faculty of Arts of the University of Groningen in the Netherlands. In that capacity he is responsible for 15 bachelor and some 25 master programmes. He is also coordinator and director of the Erasmus Mundus Master Course of Excellence Euroculture: Europe in the Wider World and director of the Groningen branch of the International Tuning Academy. Since 2000 he coordinates - together with Julia Gonzalez (University of Deusto, Bilbao, Spain) - Tuning Educational Structures, which started as a project to develop international reference points or benchmarks for subject areas as well as an innovative methodology for (re)designing, delivery and enhancing (trans)national student centred degree programmes in the framework of the European Higher Education Area, but has developed into a global process.

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