

Curriculum Vitae

Name: Roger Paul Bradburn

Education

Hanley Castle Grammar School, Worcs, UK.

Lancaster University Management School

PhD - International Business Ethics/Corporate Responsibility/Strategy in Progress. Expected completion 2007.

Durham University Business School

A.D. B. A.
M.B.A (1991)

University of Wales, Swansea.

BSc (Econ) Hons. (1980)

Professional

Fellow, Institute of Sales and Marketing Management – by election.
Member, Chartered Management Institute – by election
Member, Institute of Business Ethics
Member, Association of MBAs

Other Academic.

IMD, Lausanne

Leading High Impact Learning – Completed 2006

Various diploma courses at University of California at Berkley, Birkbeck College London.

Work Experience

Current – 1) Academic

2005 to date:

West London College – Director of Studies.

Chief Academic Officer with overall academic responsibility of major independent, university sector college founded 1930s. West London is accredited by Heriot Watt University for BBA, MSc and MBA, Bournemouth University for Tourism, and the University of Greenwich for Computing. We also offer a wide

range of professional and Executive courses. I manage around 45 staff and 1500 students. During this time, I have implemented the following:

- I) Successfully launched a new MSc in Marketing with Heriot Watt University.
- II) Achieved accreditation from the University of East London for our new Fashion Programme.
- III) Developed a new Executive Programme for Senior Executives.
- IV) Developed a relationship with Birkbeck College, London that has more than doubled the profits of the College.
- V) Substantially refined the BBA course at WLC, resulting in recruitment increases of 30%+
- VI) Substantially developed the foundation certificate.
- VII) Reviewed and developed the Computer degree with a view to launching a new MSc in Computing in 2007/8 and introducing a new NCC course in 2007.
- VIII) Hired a range of senior academic staff with a view to achieving UK degree granting powers for the College within the next 5 years.
- IX) Taught on the Bournemouth Tourism and Heriot Watt Business courses.

2007 to date.

Director/Governor, Stockley Academy.

Appointed Director/Governor at one of Tony Blair's City Academy High Schools, sponsor Barry Townley.

2007 to date.

INSTEP International Programme.

Working with Tulane University, Louisiana. – International Business/Marketing.

1995 to 2005.

The American InterContinental University (formerly The American College)

Adjunct Lecturer, 1995-6

Full time Faculty, 1996-7

Dean of the Business School, 1998-2003

Director (International Recruitment), 2003-5

(An American International University with seven campuses, SACS and OUVS/British accredited.) AIU is part of Career Education Corporation, an international college and university system with over 100,000 students and the world's largest on-campus private educator. Second largest distance learning provider in the world.

As Director International Recruitment:

Travelled approx 150,000 miles a year though Middle and Far East, South America, Africa and Europe. Attended fairs, seminars, school visits and other promotional activities. Developed links with governments, gained approvals etc. Attended international conferences, secured relationships with overseas universities. Achieved 46% growth in recruitment as well as diversifying student body.

As Dean of Business:

Responsible for course design and syllabus, setting and marking assignments and exams as well as a variety of administrations projects (registration, course advice, time tabling, management, development, hiring of faculty, capital and operating budget responsibility). Managed 29 staff. Member of the team that gained OUVS accreditation and validation and maintained SACS US regional accreditation.

In 2002 I was chair of the Education committee that achieved re-accreditation for AIU London from the Southern Association of Colleges and Schools.– the main part of the SACS process.

In 2002 I achieved ISMM validation for the University.

In 2002 I established the University's new IS concentration.

As a Faculty Member:

Teaching interests: Primarily Marketing related subjects. Also Business Ethics/Entrepreneurship, Strategic and Operations Management.

Level: MBA/BBA. With concentrations in Computer and Systems Management, Marketing and General Management.

Committee Memberships etc.

Member of Academic Board (Senate Equivalent)

Member of MBA Admissions Committee.

Member Academic Management Committee.

Chair of Education committee – SACS self study. Wrote significant part of the 2001 SACS self study.

Member of IS bachelor's degree development committee.

Member of faculty development committee.

External appointments:

Member, Teacher and Learning Committee, Surrey University Management School.

Member, Examinations Board, University of Durham Business School.

Member, Academic Advisory Board, Fairfax University.

Member, Academic Advisory Board ISMM

AIU representative to BABi/American Chamber of Commerce

London regional member – Institute of Business Advisors

Member of South East Regional committee AMBA.