**Gordon Fletcher**

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**Personal Profile**

I am a problem solver, a confident communicator and a creative thinker able to interact effectively in academic, public and professional environments. I am an experienced and successful Higher Education academic manager who adopts an open, accessible and engaging leadership style. I am a confident communicator appearing regularly on television and radio. I am regularly invited to offer expert commentary on retail and digital transformation such as, for example, BBC radio and television, the Manchester Evening News, Sunday Telegraph and ITV to develop the impact and reach of my research. I am committed to achieving strategic outcomes through prudent financial decision-making.

**Experience**

I have **15** years of higher education leadership and management experience as Director of Admissions, Director of Marketing, Associate Dean International, Head of Department and interim Dean. **25** years of higher education experience in Business, Humanities, Social Science and Computer Science subjects. **23** years of experience in higher education subject development, revision and maintenance. **25** year record of research publication and conference presentations, achieving 312 citations since 2015.

**Recent Professional Roles**

*03/2021 - present:* School Lead for Research (secondment), Salford Business School

* Leading the management of the School’s research overall strategy and direction
* Co-authorship of the REF Unit of Assessment 17 and an impact case study (2021)
* Coordinating of

*08/2019 - present:* Director, Business 4.0 Directorate, Salford Business School

* Strategic leadership and management of the directorate
* Direct line management of three subject group leads: Strategy & People Management, Information Systems & Operations, Marketing & Leisure and key senior academics in the directorate
* Responsibility for 50 academics from these three subject groups represent ½ of Salford Business School staffing and a significant proportion of its PGT programmes and research activity. Including workload management, FT and PT staffing, timetabling and programme development.
* Approximately 2,000 students at UG, PGT and PGR levels within the directorate

*08/2012 - 08/2019:* Head of Academic Unit (Head of Department): Operations and Information Management, Salford Business School, University of Salford

* Strategic and operational management of the academic unit
* Responsibility for full-time workload allocation and part-time teaching contacts
* Direct line management of 24 colleagues
* Responsibility for the unit’s teaching and learning quality, NSS achievement, recruitment and retention, research, bidding, and coordination of engagement activities
* Management and coordination of external recognitions for the academic unit
* Member of School Executive Group

*07/2015 - 03/2016:* Interim Dean, Salford Business School, University of Salford

* Leading the School’s overall strategic direction including a growth plan to reach 5,000 students
* Alignment of the School with the strategic priorities of the University
* Responsibility for the operational planning and sustainability of the School
* Financial authority and sign off for all School budget totalling £25m
* Leading the School’s external presence through media activities and research at a local, national and international level
* Balancing and integrating the competing demands to maintain multiple income streams
* Direct line management responsibilities for five Associate Deans and 4 Academic Unit Heads who in turn line manage 88 academic colleagues
* Oversight and priority setting for external accreditations

*2011 to Aug 2012:* Associate Head (International), Salford Business School, University of Salford

* Responsibility for progression and partnership arrangements
* Established the successful agreement with Robert Kennedy College in Zurich
* Semester study abroad and study tour development
* Lead overall school curriculum innovation in relation to internationalisation
* international recruitment

*2009 to 2011* Associate Head (Marketing and Recruitment), Salford Business School,   
 University of Salford

* Responsible for strategic development of new markets
* Lead development collateral materials,
* International partnerships
* Coordinate school and college relationships.
* Line management of two Marketing Officers, an Online Communications Officer and academic recruitment teams
* Responsibility for the School’s £500,000 marketing budget

**Education**

2015 Diploma of Management and Leadership (CMI)

2004 PhD, Faculty of Arts, Griffith University

*The Cultural Significance of Web-based Exchange Practices*

Supervisor: Associate Professor Malcolm Alexander

1993 to 1994 Bachelor of Arts (Honours), Faculty of Humanities, Griffith University

**External Memberships and Activities**

CMgr,FHEA, FRSA, MCMI, MBCS

*2020 - present* External member, Digital transformation board, Northern Consortium, UK (NCUK)

*2017 - present* Member of the International Federation of Information Processing (IFIP) cross-domain working group on the Internet of Things

*2012 - 2021* Member of the Chartered Association of Business Schools (CABS) International committee (formerly International and External Relations committee)

*2007-2009* Member of the Association of Business Schools (ABS) Membership Committee

**Recent Research Output**

My recent research has focussed on the fast changing digital landscape and its economic, social and cultural impact. This work will be both strategically and economically important as we emerge into a post-Covid world.

ORCid: <https://orcid.org/0000-0002-3294-0465>. A full list of career outputs including books, book chapters and conference papers can be found here.

* Kreps, D. & Fletcher, G. (2021) “The Impact of Human Choice and Computers and Technical Committee 9 on ICTs and society: a critical sociotechnical tale”, in: *Advancing Research in Information and Communication Technology: IFIP's exciting first 60+ years, views from the Technical Committees and Working Groups*, IFIP Advances in Information and Communication Technology (600), Springer International Publishing, pp. 363-380.
* Fletcher, G., Dron, R.M. & Gimeno, M.D. (2021) “The Single Silo University”, in: *Case Histories of Excellence in University Leadership and Management*, Academic Conferences International.
* Fletcher, G. (2020) “The future is visual management”, in: *Strategic Management in the Age of Digital Transformation*, Diamond Scientific Publishing/Proud Pen
* Fletcher, G. & Griffiths, M. (2020) “Digital Transformation during a lockdown”, *International Journal of Information Management*, 3rd July, <https://doi.org/10.1016/j.ijinfomgt.2020.102185> (Citations 78)
* Fenton, A, Fletcher, G. & Griffiths, M. (eds) (2020) *Strategic Digital Transformation: a results-driven approach*, Routledge: London (ISBN 9780367031077) (Citations 7)
* Heinze, A, Fletcher, G, Rashid, T., Cruz, A. (eds.) (2020) *Digital and Social Media Marketing: A results-driven approach*, 2nd Edition, Routledge: London (ISBN 9780367236021). (Citations 81 - first/second edition)
* McKenna, S., Fletcher, G., Griffiths, M. (2019) *Hiding in the light: recognising UK mid size businesses as a distinct category and their economic and social value to the nation*, MSB Leaders: Manchester, <https://www.msbleaders.com/the-report>
* Heinze, A., Griffiths, M., Fenton, A., Fletcher, G. (2018) “Knowledge exchange partnership leads to Digital Transformation at Hydro-X Water Treatment Ltd”, *Global Business and Organizational Excellence*, May/June, 37(4), pp.6-13, 10.1002/joe.21819 (Citations 25)
* Fletcher, G., Greenhill, A., Griffiths, M., Holmes, K., McLean, R. (2016) “Creatively Prototyping the Future High Street”, *Production, Planning and Control*. 10.1080/09537287.2016.1147094 (Citations 11)
* Fletcher, G., Greenhill, A., Griffiths, M., McLean, R. (2016) “The Social Supply Chain and the Future High Street”, *Supply Chain Management: An International Journal*, 21(1), pp.78-91. DOI: 10.1108/SCM-05-2014-0154 (Citations 29)  
  Emerald Literati Award (2017) Outstanding Paper in *Supply Chain Management: An International Journal*.
* Greenhill, A., Fletcher, G. (2015) “Self-organising value creation” in G. Graham, A. Greenhill, D. Shaw & C. Vargo, Content is King: News Media Management in the Digital Age, Bloomsbury: London (ISBN: 9781623564506).
* Greenhill, A., Fletcher, G. (2013) “Labouring Online: are there any ‘new’ labour processes within virtual worlds?”, *Journal for the Association of Information Systems* (JAIS), November, 14(11), aisel.aisnet.org/jais/vol14/iss11/ (Citations 15)
* Bell, F., Fletcher, Gordon, Greenhill, A., Griffiths, M. and MacLean, R. (2013) “Making Madlab: A space for creating prototypes”, *Technological Forecasting and Social Change*. http://www.sciencedirect.com/science/article/pii/S0040162513002333#! (Citations 15)
* Greenhill, Anita and Fletcher, Gordon (2013) “Life, Death and Everyday Experience of Social Media”, in M. Gillespie, D. Herbert and A. Greenhill (eds), *Religion and Society*, August, vol.53. http://www.degruyter.com/viewbooktoc/product/179827#! (Citations 4)
* Bell, F., Fletcher, Gordon, Greenhill, A., Griffiths, M. and MacLean, R (2013) “Science Fiction Prototypes: technology narratives between futures”, *Futures,* April, http://www.sciencedirect.com/science/article/pii/S0016328713000542 (Citations 57)
* Campbell, John, Fletcher, Gordon and Greenhill, Anita (2009) “Tribalism, Conflict and Identity Shape Shifting in an Online Financial Community”, Information Systems Journal. DOI: 10.1111/j.1365-2575.2008.00301.x (Citations 75)

**Recently Funded Projects**

I have successfully obtained a funded project income in excess of £250,000 over the past five years.

* Kutar, M., Griffiths, M. & Fletcher, G. (2021) Greater Manchester Chamber of Commerce, Knowledge Partnership. InnovateUK and company funding: approx £190,000
* Fletcher, G. (2020) “Digital Transformation Clinics”, structured interventions with 20 Greater Manchester SMEs, internal HEIF funding: £35,000 and sponsored funding from TalkTalk: £5,000
* Fletcher, G. and Griffiths, M. (2020) (2020-2022) Goods Vehicle Licensing Ltd, Bury, Knowledge Transfer Partnership. InnovateUK and company funding: approx £130,000
* Fletcher, G., Griffiths, M. (2018/19) Digital Leadership Programme, Guernsey Training Authority, Guernsey
* Fletcher, G., Griffiths, M., Kutar, M. “Digital Innovation Programme (DIP)”, OneCPD, www.salford.ac.uk/onecpd/courses/mini-mba-in-digital-innovation. Delivered Nov 2017, Feb, June, July 2018, March, May 2019, Fletcher, G. (50%), Heinze, A. (35%) and Griffiths, M. (15%) (2017-2019)
* Reputation Management Ltd, MediaCityUK, Knowledge Exchange Partnership.  
  HEIF and company funding: £90,000
* Heinze, A., Fletcher, G., Radhid, T. (2013-2015) Joint European Masters in Search & Social Media Marketing – JEMMS. EU Leonardo funding: €400,000
* Fletcher, Gordon (50%) and Heinze, Aleksej (50%) (2012-2014) Knowledge Transfer Partnership at Fast Web Media Ltd (FWM), Salford Quays. InnovateUK and company funding: £81,173.00

**Recent Conference Presentations**

* Fletcher, G. and Griffiths, A. (2020) “How a business school can support SMEs’ post-COVID recovery”, (24th Sept 2020), pro-Manchester.
* Fletcher, G. (2019) “Ingress rooms: sustainable and scalable games for learning”, in: 13th Annual European Conference on Game Based Learning. Odense, Denmark, October.
* Invited speaker at the NARA Annual Spring Conference (17th May 2018), Haberdasher’s Hall, London.
* Griffiths, M., Heinze, A, Fenton, A. and Fletcher, G. (2018) “Digital business evolution: lessons from a decade of KTP industry projects”, in: UK Academy for Information Systems Conference, 20-21 March, Oxford, UK.
* Gimeno, M., Fletcher, G. and Dron, R. (2017, May) “What is the Impact of an Exceptional Industry Partnership?”, in: Engage HEI 2017, MediaCityUK, Salford, UK.
* Greenhill, A., Fletcher G., Griffiths, M. and McLean, R. (2017, April) “Designing Your Future With Science Fiction: From Shopping Mall to Tailored Shopping Experience”, in: SciFi-It' 2017, International Science Fiction Prototyping Conference, April 9-12, Bruges, Belgium.

**Recent Teaching Experience**

* 2019/20 to present - Module Leader, Level 7, *Innovation and Change in the Global Sporting Environment*, VSI with Salford Business School, University of Salford

**Completed PhD Supervisions**

* Zeeshan Amin (May 2012) with Ben Light. “The Trojan Horse(s) of ‘Hello World’ culture: The story of Sony PSP domestication through the eyes of the homebrew users”, PhD Thesis, Salford Business School.
* Arash Raeisi (December 2013) “The Interrelationship between choice of course of study abroad and online social participation”, PhD Thesis, Salford Business School.  
  Finalist, Best Postgraduate Supervisor - 2013, Salford Students Teaching Awards, University of Salford.
* Mhorag Goff (December 2014) “How does the electronic patient record benefit health care: tracing an elusive object through its actor network”, PhD Thesis, Salford Business School.
* Rasha Wahieb (December 2016) “The Extent to which macro and micro environments influence the degree of adoption of social media marketing in the Egyptian retailing industry”, PhD Thesis, Salford Business School.
* Olufunmiyalo Adebayo (January 2017) “The use of SNSs for Corporate Crisis Communications”, PhD Thesis, Salford Business School.
* Ibraheem Akosile (May 2017) “Innovation in SMEs: Unravelling the potentials of Nigerian SMEs", PhD Thesis, Salford Business School
* James Wheaton (July 2021) “Platform Gambling and the Redistribution of Wealth in the Land-Based Betting Industry: A Critical Realist Case Study”, PhD Thesis, Salford Business School

**Esteem Activities**

* Organising Committee member for the 12th IFIP TC9 Human Choice and Computers Conference – HCC12, MediaCityUK, Salford, Sept 7th-9th 2016, http://www.hcc12.net/
* Best Large Team (2014) Digital Entrepreneur Awards, Part of the team that pitched and won the award
* Business School of the Year (2014) THE Awards, Part of the project team that pitched and won the award
* Vice-Chancellor's Distinguished Teaching Award, University of Salford, July 2014. Awarded as part of the Advanced Web Design & eCommerce module teams with Aleksej Heinze, Maria Kutar, Ian Gibson and Andrew Schofield for innovation and business engagement in the module's delivery and design.
* Academic consultant for the BBC’s “Evan Davies’ Business Nightmares” (2010/2011).
* Invited to the Houses of Parliament for the launch of the University Alliance campaign (2011), “More than just a degree”, in my role as KTP Knowledge Base supervisor for the only KTP project represented in the campaign.
* Claudio Ciborra Award for most provocative paper at the 2011 ECIS Conference

**Recent Media Activity**

* “The post-Lockdown Challenge”, (1st Sept 2020) <https://www.linkedin.com/pulse/post-covid-challenge-gordon-fletcher/>
* “The Lockdown Levy: reflecting on Super Saturday”, (6th July 2020) <https://www.linkedin.com/pulse/lockdown-levy-reflecting-super-saturday-gordon-fletcher/>
* “Rising to the challenge of the UK worst retail sales figures ever”, (1st June 2020) <https://www.linkedin.com/pulse/rising-challenge-uks-worst-retail-sales-figures-ever-gordon-fletcher/>
* “Post-lockdown recovery: how workers and businesses are changing”, (19th May 2020) <https://www.linkedin.com/pulse/post-lockdown-recovery-how-workers-businesses-gordon-fletcher/>
* “Pandemic Lockdown: time for a business model refresh”, (1st May 2020) <https://www.linkedin.com/pulse/pandemic-lockdown-time-business-model-refresh-gordon-fletcher/>
* “COVID-19: The new and unwanted member of the C-suite”, (29th April 2020) <https://www.linkedin.com/pulse/covid-19-new-unwanted-member-c-suite-gordon-fletcher/>