



Advisory Board Meeting June 2024



Billie Major (Chair) began, as ever, by inviting Board members to discuss the areas they have been supporting over the last six months. **Rebecca Warren** kicked off by congratulating the School in solidifying its Triple Crown status for a further five years, and spoke of her experience of meeting with the various accreditation panels, along with her fellow members. Billie gave additional recognition to **Tony Sealy** for his role in spending a day with the School dry-running the process.

Marc Stone and **Gus Miah** updated the Board on how this year's Annual Birmingham MBA Deloitte Consultancy Challenge had gone. The Board congratulated the two of them in their role in designing and delivering the programme over the years, and its recognition at the 2024 AMBA Awards where it won Best Global Partnership. **Anji Hunter** reflected on her annual talk to the Exec MBA students on the Communications module and how much she enjoys this engagement, not least as it is a chance to draw upon major PR crisis's that she has managed in her career. **Sarindar Sahota** discussed how he has been supporting one of the School's researchers in Dubai to develop SME contacts in the medical appliances sector. **Dujon Smith** gave an update on how the School's Decolonisation Programme is going, the work he has been doing to support it and what's next in the third year of the project. **Andraea Dawson-Shepherd** reported back on the 2024 EFMD Conference in Bologna, where she represented the Advisory Board at a session led by Andrew Miles and Edgar Meyer on how to build a successful international advisory board. Andraea stated that none of the Board members should take for granted what we have as a group, given the number of business schools who approached her to ask how we have developed such an engaged and proactive Board. And, finally, **Billie** spoke about the Annual Capgemini Community Challenge, and the pride she takes in seeing the Business School's students deliver real game changing solutions for charity clients over the course of a week, and how she continues recruiting from the programme each year.

The Board went on to discuss two key agenda items at length: the Dean's early-stage reflection on the school strategy; and reimagining the undergraduate programme and how to future-proof our students. The Board provided advice around how to bring digitalisation into even closer focus, and **Billie Major** offered to run an Accelerated Solutions Environment at Capgemini to facilitate this. **Marc Stone** advised on what a change in Government could mean to the sector and proposed areas of research collaboration with Whitehall to address impending national change. **Jeannyfar Gelpcke** commended the choice of topic – cyber security – for the Annual Advisory Board Guest Lecture in November and advised on other experts who could be drawn into this area for future events. The meeting ended with further commitments by the Board to engage in the new curriculum, and how best to press ahead with this.



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