

Dr Ian Brian Conn FCG – Curriculum Vitae

Profile

Senior communications, marketing and public affairs leader with over 25 years experience at senior executive level in higher education. As Director of Communications and Marketing at the University of Edinburgh (2002-2017) provided strategic leadership in reputation management, government relations, external and internal communications and University wide marketing including social media and digital marketing. Brings strong governance awareness, financial and corporate expertise, and a continuing commitment to public service.

Professional Experience

The University of Edinburgh

Director of Communications, Marketing and External Affairs (2002–17)

- Led global communications, marketing and public affairs for a world top 20 University.
- Enhanced the national and international profile of the University through proactive media, digital innovation and policy engagement.
- Senior professional advisor to the Principal and University Court and worked closely with the Business Committee of the General Council.
- Provided integrated communications support for major fundraising campaigns, working with Development and Alumni.
- Introduced range of innovations including professional media and government relations, global press relations, market research, integrated marketing and branding, unified website, digital and social media engagement

Glasgow Caledonian University

Member of the University Executive (1998–2002)

Director of Marketing and Public Relations (1992–2002)

- Led strategic marketing and was the professional lead for the new University including its creation and launch.
- Developed its first integrated marketing department and brand identity.
- Achieved major growth in applications and visibility.

The Queen's College, Glasgow

Member of the Senior Management Team (1990–92)

Marketing and Business Manager

CEO of QCG Enterprise

- Directed marketing, consultancy and income generation functions.
- Key member of the senior team that brought Glasgow Caledonian University into being.

Earlier Career

Held senior marketing and finance roles in the accountancy and consultancy firm KPMG, in a large venture capital backed start up, and with the Sara-Lee Corporation in the pharmaceutical

division, gaining substantial experience in corporate governance, marketing, financial management and business development.

Education and Professional Qualifications

Doctor of Education, The University of Edinburgh, 2010

Master of Business Administration, University of Strathclyde Graduate School of Business, 1986

Bachelor of Arts, Open University, 1988

General Management Programme, Hult Ashridge Business School, 1999

Fellow of the Chartered Governance Institute (FCG)

Retired Fellow of the Chartered Institute of Marketing (FCIM)

Retired Member of the Chartered Institute of Public Relations (MCIPR)

Diploma and qualified Chartered Secretary, Chartered Governance Institute, 1982

Diploma, Chartered Institute of Marketing, 1977

Postgraduate Diploma in Industrial Administration, Glasgow College, now Glasgow Caledonian University, 1976

Diploma, Business Studies, Glasgow College, now Glasgow Caledonian University, 1975

Awards and Distinctions

CASE Gold Medal for Best University Relations and Marketing Programme worldwide

CIPR Award for Outstanding in-house PR Team

Scottish Marketing Award for Best Public Sector Marketing Campaign

Multiple HEIST Awards for Excellence in Higher Education Marketing and PR

Recent Voluntary Roles

Being there for school students and helping them fulfil their potential.

Volunteer Mentor, MCR Pathways (current)

Volunteer Mentor, University of Strathclyde (previous)