

Speaker short Bios

Hossein Olya is a Chair Professor and Head of Marketing and Cultural Creative Industries, Sheffield University Management School. He joined Sheffield University Management School in 2018 and served as Research Development Director of Marketing and CCI group until 2021. Prior to joining Sheffield University Management School, he worked for Oxford Brookes Business School, Oxford, UK and Sejong University, Seoul, South Korea. He has taken an active approach to interdisciplinary and multidisciplinary research to investigate complex eco-societal problems with an attempt to develop impactful and innovative conclusions. He is actively leading



research projects in the areas of cultural marketing and sustainable management. He is currently serving as associate editor of the International Journal of Consumer Studies and was the Service Industries Journal. He has been delivering key notes at many prestigious international conferences in the USA, UK, Italy, South Korea, Cyprus, Thailand, Turkey, Kazakhstan and Mali among others.



Karen Tsui is Collaboration Development Manager for the White Rose University Consortium. She is an inclusive leader with 20 years of experience working in six research-intensive universities in the UK and Hong Kong. As a trusted expert in collaborative research across regional (White Rose) and international (Worldwide Universities Network) partners, she is a positive energiser generating enthusiasm and outstanding performance in others. She is Chair of the Women at Leeds Network (1100 members) which create opportunities to transform lives. As a freelance Consultant, she specialises in inclusion assessment, training and mentoring.



Gemma Traviss-Turner is a Lecturer in Primary Care in the School of Medicine at the University of Leeds. She is a psychologist by background and GB triathlete. Her research interests are in health behaviour change and more specifically around disordered eating and physical activity. She is Chief Investigator for research funded by Diabetes-UK ([POSE-D](#) study) and also has leadership responsibilities on several large NIHR-funded programmes of research ([SPACES BASIL](#), [MODS](#) studies) which aim to develop low intensity, accessible interventions for mental health. Gemma is a Senior Fellow of the Higher Education Authority, and former Programme Leader of the Core Psychiatry Training Course in the Yorkshire and Humber region. She is Assessment Lead on the Undergraduate Medical Programme and Lead for Research Methods within Leeds Institute of Health Sciences.

Craig Walker As Director Craig provides leadership to our initiatives to further research, training, and knowledge exchange activity across the White Rose universities. Before joining White Rose in 2009, Craig worked at the Engineering and Physical Sciences Research Council (EPSRC), managing research investments, as well as engaging with the academic community, industry, and other funding agencies both in the UK and internationally. Craig's background is in electronics, semiconductors, and lasers. He is a graduate of the University of York and has a PhD from the University of Glasgow. Craig also worked as a researcher at Cardiff University.

