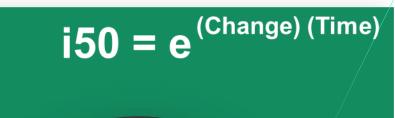
INDUSTRY 5.0/SDG IMPLEMENTATION VIA HUMAN TECHNOLOGY

Andrew MACKENZIE is a senior lecturer specialising in Marketing and Innovation at Middlesex University Dubai with over 20 years' experience in education and training and is head of the ISD. Expertise includes management of training projects including business development, course design, delivery and supervision to commercialisation in a range of academic and business roles.

Projects have encompassed different markets including postgraduate and undergraduate, corporate training, and diploma programs, vocational education and consulting. Business acumen displayed through experience in writing business and marketing plans, business development roles and program management.

Exceptional management and interpersonal skills are enhanced by an aptitude for analytical thinking, problem solving and negotiation.



Andrew MACKENZIE

Middlesex University

Senior Lecturer Middlesex University

Marketing & Innovation, ESG Operations



