

INDUSTRY 5.0/SDG IMPLEMENTATION VIA HUMAN TECHNOLOGY

$$i50 = e^{(\text{Change}) (\text{Time})}$$



Andrew MACKENZIE



Senior Lecturer
Middlesex University



Marketing & Innovation, ESG Operations

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.

