

# The Cambridge Innovation Programme – Reshaping the Business Landscape (23 – 29 September 2017)

## FACULTY MEMBERS

### **Director of Studies – Professor Alan Barrell DBA FRSA**

Professor Alan Barrell has spent almost 30 years in senior executive positions in technology based industries and has become one of Cambridge's most articulate promoters of entrepreneurship. He was a founder shareholder in Library House Ltd, and is now Entrepreneur in Residence at the Centre for Entrepreneurial Learning, Cambridge Judge Business School and Professor of Practice at the Institute of Advanced Management Development at The Hong Kong Management Association. He is also Distinguished Guest Professor at Xiamen University, Visiting Professor at Shanghai College of Science and Technology and at the Fujian International School of Economics and Business. He has taught at Tsinghua University and Fudan University. He acts as Consultant to the China (Shanghai) Public Practicing Base for Entrepreneurs. His interest in China, its history, people and culture has become a major feature of his life and work. Other appointments include Senior Enterprise Fellow, University of Essex; International Fellow, Anglia Ruskin University Cambridge; and International Research Fellow, Laurea University of Applied Sciences in Helsinki and at University of Lahti, also in Finland.

In August 2013 the book *Show Me The Money – How to raise the cash to get your business off the ground* co-authored by Alan Barrell, David Gill and Martin Rigby was launched and the first printing was sold out in six months and is now reprinted and selling worldwide.

Professor Barrell received the Queens Award for Enterprise Promotion in 2010 for exceptional service in the promotion and encouragement of enterprise in others. He was also bestowed the honour of Knight First Class of the Order of the White Rose of Finland in 2011 by the President of Finland for exceptional services to education.

### **Mr Anthony Anderson**

#### **International Marketer and Author**

Mr Anthony Anderson, ranked among the top marketing names in the UK, is recognized as the author of *Gorilla Marketing* providing an inside account of the easyJet start-up.

Anthony has risen through the marketing ranks at the recognised organisations, British Airways and Thomas Cook. He went from being gatekeeper to poacher when he was offered the job as Sales and Marketing Director of easyJet six months before the airline's first flight. He was only the third employee hired at this start-up airline, and therefore worked closely with Stelios to launch and build the company into the major force in European aviation. Anthony has recently appeared quite extensively as a commentator on the BBC documentary "Inside the low cost airlines". Anthony also helped take the easy brand into new business areas such as car rental and to a chain of giant internet cafes when he became the first Marketing Director for the easyGroup. He has additionally helped position on the board of several Stelios's companies, and in 2011 he was re-hired by Sir Stelios Haji-Ioannou to work as an advisor and consultant for easyGroup.

Anthony has also held positions in areas other than the travel industry, including Directorships at online bank Egg, TNS and The Children's Mutual. Aside from his role as a director he is an experienced speaker on branding and marketing and his list of clients include SAP, DHL, Microsoft, BT and Yahoo, Cambridge University, Imperial College as well as other top universities of the world. Anthony has also appeared as a commentator for the BBC on the Apprentice and Radio 4's Profile series.

### **Mr Martin Frost**

#### **CEO**

#### **Cambridge Medical Robotics Ltd**

Mr Martin Frost is the CEO of Cambridge Medical Robotics Ltd, a company that has developed breakthrough platform solutions for surgical laparoscopic procedures.

Over last dozen years Martin has been personally and corporately involved in founding and financing several business including Absolute Sensors (inductive sensing business sold to Synaptics Inc, NASDAQ listed), Intrasonics (interactive media sold to Dutch media investors), Chord Capital (London and Cambridge based venture fund manager), Sphere

Medical (medical devices, now listed on London AIM), Omnisense (cluster positioning and location), Sensopad (sensors business sold to TT electronics), SGAI (Hong Kong based JV with Chinese manufacturer, AML), RedCloud / Icen Mobile (mobile financial services in emerging markets) and more recently Cambridge Medical Robotics (medical devices).

A qualified Chartered Management Accountant, Martin had a mainstream finance career including with GEC-Marconi and the Simon Group before joining the Generics Group (now Sagentia) where he led the IPO in 2000 before being appointed Group CEO.

**Dr Raoul Gabriel-Urma**  
**CEO**

**Cambridge Spark**

Dr Raoul Gabriel-Urma is CEO of Cambridge Spark, Chairman and Co-founder of the Cambridge Coding Academy and a Fellow of the Royal Society of Arts. He is author of the bestselling book *Java 8 in Action* and has previously worked as a software engineer for Oracle's Java Platform Group, as well as for Google's Python team, eBay, and Goldman Sachs.

An instructor and frequent conference speaker, he received his PhD in Computer Science at the University of Cambridge and a Master of Engineering in Computer Science from Imperial College London where he graduated with first-class honours, having won several prizes for technical innovation.

**Mr Martin Garratt**  
**Chief Executive Officer, Cambridge Cleantech**

After 10 years running the Greater Cambridge Partnership, Mr Martin Garratt has recently set up Cambridge Cleantech, an industry networking organisation set up to establish Cambridge as a leading cleantech community in Europe. They aim to achieve this through their mission of enhancing the area's global competitiveness by coordinating, supporting and promoting commercial opportunities for their members. With the worldwide reputation of Cambridge as a source of technology innovation, 500 earlier-stage innovators in the vicinity and more established environmental businesses around Peterborough, this area is a natural home for joined-up clustering and self-support.

Martin was previously the Regional Environmental Manager for IBM in the greater South East, including Cambridge. Martin has also undertaken governmental liaison roles whilst working for Boots the Chemists and was one of the UK's first City Centre Managers in Nottingham.

Martin graduated from the University of Manchester with an Honours degree in Town and Country Planning and a Bachelor of Planning focused on environmental issues. He is a member of the Royal Town Planning Institute.

**Dr Sobia Hamid**  
**Founder**  
**Cambridge Data Insights**

Dr Sobia Hamid is a data specialist based in Cambridge, UK. Her unusual range of expertise spans online technologies & new media to the life sciences & healthcare. She has over 12 years' experience in both public and private health sectors, with research experience in Neuroscience during her Masters at Imperial College London, and in Genetics during her PhD at The University of Cambridge.

A technology enthusiast, Sobia won the TedxCam Open Data Challenge Hackathon with an innovative publishing platform application for charities (Ventropy, DataGiving), described by the BBC as "jaw-dropping". Sobia speaks widely about new media and the impact of technologies on changing societies, and vice-versa (see [The Guardian Activate Summit 2010: Changing the world through the internet](#)). Sobia is working with leading organisations to deliver effective new media strategies and innovative data solutions, with measurable results.

**Dr Jiahao Huang**  
**Founder and CCO**  
**Nuclera Nucleics Ltd**

A molecular biologist by trade, Jiahao holds a BSc from the University of California, Berkeley, and a PhD in Molecular Biology from the University of Cambridge. Jiahao has coordinated multi-national collaborative projects and

experienced firsthand the limitations of the current provision of DNA. This intimate knowledge of user requirements enables him to guide Nuclera's commercial operations towards creating the right product for the right market. DNA is the information molecule for life. The production of genomic DNA is key to unlocking the full potential of synthetic biology. Nuclera's long-term vision is thus to create a DNA synthesis platform capable of manufacturing genomes on-demand.

#### **Ms Kate Kirk**

Ms Kate Kirk is one of the authors of the books *The Cambridge Phenomenon: 50 years of Innovation and Enterprise* and *The Cambridge Phenomenon: Global Impact*. She has been a freelance editor and writer for more than 20 years and has worked for international organisations, think tanks, specialist publishers and several leading European business schools.

*The Cambridge Phenomenon: 50 years of Innovation and Enterprise* is a definitive history of the last 50 years of the Cambridge Phenomenon, and the incredible explosion of technology, life sciences and service companies that has occurred in the city since 1960. Founded by entrepreneur Charles Cotton in 2009, Cambridge Phenomenon has been set up to acknowledge the people, organisations, products, events and initiatives behind Cambridge's unique information technology, bioscience and media cluster.

Kate has written and edited numerous business books with faculty at some of the top business schools in the world, and has worked for the International Rice Research Institute, the WHO Western Pacific Regional Office and the Asian Development Bank. She has a BSc in Biochemistry, a BA in English Literature, and an MSc in Public Relations.

#### **Dr Tongyun Li**

##### **Co-founder and Vice President**

##### **ZiFiSense Ltd**

Dr Tongyun Li is the Co-founder and Vice President of ZiFiSense Ltd, a company responsible for creating ZETA – a distributed, low-cost, low power wide area (LPWA) network that brings connected intelligence to things, anytime, anywhere. As all ZETA devices are designed to be easily deployable, they are not dependent on main power supply and an entire city, depending on its size, can be covered in weeks. Prior to that, Tongyun founded eComm Ltd in 2011, a start-up that develops efficient in-building digital distributed antenna system. In that same year, Tongyun and his team won the Cambridge University Entrepreneurs (CUE) Challenge through setting up Elpida Cambridge Health which provides aggregate diagnostic tools for the early detection and rapid diagnosis of the major infectious diseases affecting the developing world. Tonyun received his PhD in Engineering from the University of Cambridge and his Bachelor of Engineering from University of Aberdeen.

#### **Dr Letizia Mortara**

##### **Senior Research Associate**

##### **Institute for Manufacturing, University of Cambridge**

Dr Letizia Mortara is a Senior Research Associate at the University of Cambridge and a By-Fellow at Churchill College, Cambridge. She is also an Associate Editor for the *R&D Management* journal. Letizia's current focus is in the areas of Strategic Technology Management and Technology Enterprise.

Specific research projects include Technology Intelligence (i.e. activity set-up in order to keep abreast with the latest developments in technology), Open Innovation, and the advent of Digital Fabrication technologies in manufacturing (e.g. 3D Printing) and their implications for business.

Letizia has worked within the Centre for Technology Management at the Institute for Manufacturing since 2005. Prior to this, she gained her first degree in Industrial Chemistry at the University of Bologna in Italy. After spending three years working as a process/product manager in the chemical industry, she moved to the UK where she gained her PhD in processing and process scale-up of advanced ceramic materials at Cranfield University.

#### **Ms Fiona Nielsen**

##### **CEO**

##### **Repositive Ltd**

Ms Fiona Nielsen, founder and CEO of DNAdigest and Repositive, is a bioinformatics scientist turned entrepreneur. She used to work at Illumina developing tools for interpretation of next-generation sequencing data and analysing cancer and FFPE samples sequenced on the latest technology. There she realised how difficult it is to find and get

access to genomics data for research, which led to DNAdigest being founded as a charity to promote best practices for efficient and ethical data sharing - aligning the interests of patients and researchers. In August 2014 Repositive Ltd was spun out of DNAdigest as an entity to develop and provide a novel software tools and mechanisms for sharing of data, including a data brokering mechanism, enabling easy access to anonymised aggregated data. Fiona was nominated for the 2013 WiSE (World Innovation Summit for Education) award for Entrepreneurship and Innovation.

**Mr Reijo Pold**

**Director of Business Development**

**BBD Big Data Ltd**

Mr Reijo Pold is a seasoned tech space professional with excellent knowledge of the industry landscape and a track record of successful start-up implementation. He is currently Director of Business Development at BBD Big Data Ltd, which is one of the fastest growing Fintech companies in China. BBD is a leading provider of big data solutions and is both founding member and setter of COSR (Council of Strategy Research), the industrial standard of commercial big data. BBD is headquartered in Chengdu, with offices in Beijing, Shanghai, Hong Kong, Shenzhen, as well as a branch in Singapore to serve overseas clients.

Prior to joining BBD, Reijo worked for Virgin StartUp and consulted the launch of PlatformX, a startup accelerator from Virgin Trains and Virgin StartUp. The aim of this accelerator is to find businesses ready to scale up that can help improve the experience of train travel. Before joining Virgin StartUp, he was Partner and Innovation Architect at Silk Ventures where he focused primarily on striking partnerships with corporations, local governments, universities, start-up ecosystem organisations, media organisations and similar. During his tenure as Head of Partnerships at Open Future UK, Reijo built up the ecosystem for Wayra UK which is Telefonica/O2's corporate accelerator, re-branded as Open Future. The ecosystem encompasses 8 of its innovation programmes, which is still one of the largest programmes of its kind in the world.

**Dr Jeremy Sosabowski**

**CEO**

**AlgoDynamix Ltd**

Dr Jeremy Sosabowski is currently CEO of AlgoDynamix Ltd which is headquartered in London. In 2013, Jeremy co-founded with Dr Wei Teo the company to provide portfolio risk analytics solutions for asset managers. It offers 'AlgoDynamix', a risk analytics engine based on deep data agent-based algorithms that analyses the dynamic behaviour of market participants and cluster them based on common feature sets. The 'AlgoDynamix' engine continuously monitors and analyses data flows on the financial exchanges and provides real-time anomaly detection alerts for various products, such as equities, equity indices, and fixed income instruments. Prior to that, he was Chief Technology Officer of OptiSynx, a new technology company based in Cambridge, UK developing the next generation solid state Stratum 1 frequency standards which are extensively used throughout telecommunications and IT networks. He was responsible for the entire architecture and building the 'version 1.00' product. The company was subsequently acquired.

Jeremy obtained his PhD in the field of electronic engineering from the University of Cambridge, majoring in optical semiconductor device modelling and his Master of Science from University of Bristol, majoring in communication systems and signal processing.

**Dr Jan Storgårds**

**Sector Lead for Digital and Creative Industries, Anglia Ruskin University and Visiting Research Fellow and Mentor at Accelerate Cambridge, Cambridge Judge Business School**

Dr Jan Storgårds is the Sector Lead for Digital and Creative Industries at Anglia Ruskin University and a Visiting Research Fellow in Judge Business School since January 2015, researching into startup acceleration and knowledge development. He is also a mentor and coach in the Accelerate Cambridge programme, helping new ventures to grow into the next generation of meaningful businesses to emerge from Cambridge.

Jan contributes to the development of entrepreneurship and innovation programmes and the integration of regional ICT entrepreneurs, investors, technology partners, the public sector and research groups to create and develop an internationally recognised ICT and games cluster. He is committed to bridging research and practice to develop and

deliver distinctive and unique digital products and services and successful technology companies. He is currently working with over 50 high-tech, mainly digital start-ups, and actively developing collaboration between Finnish and Cambridge UK Startup scenes (Games, Health, Games for Health, Internet of Things, mobile apps).

Jan holds a Doctor of Science in Economics and Information Systems Science and has published and presented his work on idea development, brand equity, unique value and best practice in digital game studios on an international scale.

**Dr Rob Wylie**

**Co-founder and Partner**

**WHEB Group**

Dr Rob Wylie has focused on the clean technology investment area for over 20 years and is a Founder Partner of WHEB Ventures. WHEB began as an award winning clean technology incubator and corporate finance group in 1995 before evolving into WHEB Ventures, raising the UK's first cleantech VC fund. WHEB now manages two specialist cleantech VC funds with total assets under management of £130m. Rob is also a co-founder of other companies within the WHEB Group all of which focus on environmental markets: WHEB Asset Management for investment in quoted sustainable stocks, WHEB Infrastructure Partners for investment in renewable energy projects, and RUSTON wheb, the cleantech executive search company.

A chemist with an MA and PhD from the University of Cambridge, Rob spent ten years in Shell's agrochemical business before working in the 1980s with Rothschild's Bioscience unit looking at clean technology investment opportunities. He then joined KPMG, where he advised on the development of a variety of environmental funds in Central and Eastern Europe. Rob has been an active participant on numerous Industry, UK Government and University cleantech advisory boards.