HER Land – Entrepreneurship and Agriculture

SWEEP2026 TransformHER

22-24 June 2026



Hosted by the University of Lincoln
In collaboration with
the Student Women Economic Empowerment Programme (SWEEP),
the British Council, the Entrepreneurship Development in Higher Education (EDHE),
and the Universities South Africa (USAf)

UNIVERSITY OF
LINCOLN

In collaboration between:



Lincoln International Business School (LIBS)



Lincoln Institute for Agri-food Technology (LIAT)



Lincoln School of Design & Architecture (LSDA)

Agenda

22-24 June 2026

Day 1 (LIAT) Monday 22 June - Riseholme Campus, Lincoln LN2 2LY

Time	Location	Activity
09:00	Entrance to the Library	Meet at the Library
09:20	LAC/Library	Minibuses - transport from Brayford campus to Riseholme Campus
09:30 - 10:00	CON0002	Arrivals
Day 1 Session 1 Chair: Dr Deb Raha		
10:00 - 10:10	CON0002	**Day 1 Opening by Professor Nadia Gulko (UK Project Lead SWEEP 2026 TransformHER)**, Interim Deputy Dean of Lincoln International Business School and Professor of Accounting Education and Sustainability
10:10 - 10:25	CON0002	**Lincoln Institute for Agri-food Technology (LIAT) - Welcome Talk by Professor Elizabeth Sklar**, Director of LIAT and Professor in Agri-Robotics, LIAT, University of Lincoln
10:25 - 10:40	CON0002	**Lincoln International Business School (LIBS) - Welcome Talk by Lezlee-Jayne Stone**, Interim Dean of Lincoln International Business School
10:40 - 10:50	CON0002	**"Supporting Innovation and Commercialisation at the University of Lincoln" - presentation by Reece Leggett**, Strategic Manager – Venture Development. This presentation will provide a short overview of the University of Lincoln's approach to enterprise, innovation, and commercialisation, including how we support businesses, entrepreneurs, researchers, and students through collaboration, knowledge exchange, and innovation support programmes.
10:50 - 11:00	CON0002	**Professional Development Unit - presentation by Professor Sharon Green**, Dean of Executive Education and Skills, University of Lincoln
11:00 - 11:15		**Tea/coffee Break**
Day 1 Session 2 Chair: Madiha Sarwar		
11:15 - 11:25	CON0002	**"From Lab to Land: Intelligent Robotics for Agri-Food Innovation" - presentation by Dr Ionut (Yani) Moraru**, Lecturer in Intelligent Robotics and AI, School of Agri-Food Technology & Manufacturing
11:25 - 11:40	CON0002	**Entrepreneurship Development in Higher Education (EDHE) - presentation by Dr Edwell Gumbo**, Director: Entrepreneurship Development in Higher Education, Universities of South Africa (USAf)
11:40 - 11:55	CON0002	**Student Women Economic Empowerment Programme (SWEEP) - presentation by Zana Boshoff**, Project Manager: Entrepreneurship, Universities of South Africa (USAf)
11:55 - 12:10	CON0002	**"Empowering Youth: Skills and Education for a Changing World" - presentation by Ms George Barrett**, Country Director for British Council South Africa

Time	Location	Activity
12:10 - 12:20	CON0002	**Entrepreneurship and Agriculture at North-West University - presentation by Professor Sanlie Middelberg**, North-West University, South Africa (SA TransformHER project lead)
12:20 - 13:30		**Networking Lunch**
Day 1 Session 3 Chair: Dr Deb Raha		
13:30 - 13:55	CON0002	**Keynote 1 - "Creating Responsible Futures" by Professor Ted Fuller**, UNESCO Chair on Responsible Foresight for Sustainable Development, LIBS
13:55 - 14:20	CON0002	**Keynote 2 - "Part-time farming: My journey to being a profitable micro farmer and how it influences my research" by Professor Anne-Marie Ward**, Professor of Accounting, Ulster University, UK (TransformHER Consortium member)
14:20 - 14:45	CON0002	**Keynote 3 - "3D models in the service of crop improvement" by Dr Ravi Valluru**, Senior Lecturer in Crop Science, LIAT
14:45 - 15:00		**Tea/coffee Break**
15:00 - 17:00		**Riseholme Tour and Outdoor facilities demonstrations, led by Dr Paula Eves and James Page (Barclays)**, including Strawberry Farm, Geothermal glasshouse, Robotics Engineering Workshop, Soils and Skills lab, indoor robotics lab and Barclays Eagle Lab
17:00	Conference Centre	Minibuses - transport from Riseholme to either Brayford campus or Ole-Ole restaurant
17:30 - 19:30	Ole-Ole Restaurant	**Social evening (optional) - Ole-Ole restaurant** (self-paid). More about Ole-Ole here - https://www.oleolelincoln.co.uk/. ***> Indicate your preference here***

Day 2 (LIBS)

Tuesday 23 June - Brayford Campus Lincoln, UK, LN6 7TS

Time	Location	Activity
09:30 - 09:50	LMS0008	Arrivals
Day 2 Session 1 Chair: Dr Deb Raha		
09:50 - 10:00	LMS0008	**Day 2 Opening by Professor Nadia Gulko** (UK Project Lead SWEEP 2026 TransformHER), Interim Deputy Dean of Lincoln International Business School and Professor of Accounting Education and Sustainability
10:00 - 10:15	LMS0008	**Welcome Talk by Professor Stuart Humphries**, Interim Pro Vice Chancellor, and the founding Director of the Lincoln Institute of Advanced Studies
10:15 - 10:30	LMS0008	**"Business landscape in Lincolnshire" by Reece Leggett**, Strategic Manager – Venture Development. This presentation will provide an overview of the business and innovation landscape across Lincolnshire, highlighting key sectors, statistics, regional strengths, entrepreneurial activity, graduate start-ups, and opportunities for collaboration, growth, and investment within the county.
10:30 - 10:45		**Tea/coffee Break**
Day 2 Session 2 Chair: Madiha Sarwar		
10:45 - 12:15	LMS0008	**Roundtable Discussion "Entrepreneurship and Agriculture"** • **Facilitator - Professor Sanlie Middelberg**, North-West University, South Africa • **Panel member 1 - Tommy Atkins**, Founder, Multi-business owner, Entrepreneur • **Panel member 2 - Mark Jarvis**, Founder, NED, Business Growth Advisor (SMEs) • **Panel member 3 - James Page**, Ecosystems manager, Barclays Eagle Labs • **Panel member 4 - Professor Sharon Green**, Dean of Executive Education and Skills • **Panel member 5 - Mabel Adaeze**, Founder of FarmNet360, a fast growing agri tech venture • **Panel member 6 - Anastasia Oyebanji**, Business owner within the hospitality sector, a co-founder of Black Business Lincolnshire • **Panel member 7 - Professor Mariette Geyser**, Associate Professor in Agricultural Economics, North-West University, South Africa
12:15 - 13:15	**LMS0008**	**Networking Lunch**
13:15 - 14:00	LMS0005	Interview recordings with selected panel members
13:15 - 15:00		**Brayford Campus Tour** including Think Tank led by Reece Leggett
15:00 - 16:00	LMS0008	**Student activity -** "Entrepreneurship for a Changing Planet" led by Dr Deb Raha
17:30 - 19:30		**Dinner by invitation** - Delegation

Day 3 (LSDA)

Wednesday 24 June - Brayford Campus Lincoln, UK, LN6 7TS

Time	Location	Activity
09:10	Entrance to the Library	Meet at the Library
09:20	LAC/Library	Minibuses - transport from Brayford campus to Lincoln Cathedral
09:30 - 11:30	Lincoln Cathedral	**Guided Tour of Lincoln Cathedral** led by Dr Maddy Zeinali and Dr Sophie Nguyen
11:30 - 12:30		**Lunch (self-paid)**
Day 3 Session Chair: Dr Heather Connelly		
12:45 - 12:50	PDW0001 (PSP Gallery)	**Day 3 Opening by Professor Nadia Gulko** (UK Project Lead SWEEP 2026 TransformHER), Interim Deputy Dean of Lincoln International Business School and Professor of Accounting Education and Sustainability
12:50 - 13:00	PDW0001 (PSP Gallery)	**Prize giving with Dr Mike Varney**, Pro Vice Chancellor and Head of the College of Arts, Social Sciences & Humanities
13:00 - 13:15	PDW0001 (PSP Gallery)	**Welcome Talk by Dr Timothy Whitehead,** Head of School - Welcome to the School of Design and Architecture - Adding value through Design
13:15 - 13:30	PDW0001 (PSP Gallery)	**Dr Heather Connelly** (Deputy Director for Teaching & Learning, LSDA) – TransformHer creative strand and Transcultural Encounters
13:30 - 13:45	PDW0001 (PSP Gallery)	**Denver Hendricks**, Deputy Head of School, Design and Architecture, Architect – Innovation and collaboration in Architecture and the Built environment.
13:45 - 14:00	PDW0001 (PSP Gallery)	**Wayne Christian**, Senior Lecturer in Graphic Design at the University of Lincoln - Digital Innovation and entrepreneurial thinking
14:00 - 14:15	PDW0001 (PSP Gallery)	**Professor Ananda Breed**, Lincoln School of Creative Arts, Director of Research & Knowledge Exchange – Introduction to UNESCO Chair on Arts-based Methods for Peacebuilding with and for Children and Young People
14:15 - 14:30	PDW0001 (PSP Gallery)	**Tom Martin & Michelle Walsh** (Senior Lecturers in Photography) - Participation to Co-Creation: Inclusive Research Through Participatory Photography with Amazigh Women in Morocco
14:30 - 14:45	PDW0001 (PSP Gallery)	**Ben Anderson**, Creative & Executive Director of Lincoln Arts Centre - Enhancing Lincolnshire's Cultural Ecology.
14:45 - 15:00	**PDW0001 (PSP Gallery)**	**Tea/Coffee Networking with Cakes**
15:00 - 16:15		**Tour of LSDA degree shows and workshops**
16:15 - 16:30	PDW0001 (PSP Gallery)	**Closing by Professor Nadia Gulko and Dr Heather Connelly**

Meet the Organising Team

Lincoln



Chair, Organiser, TransformHER UK Lead

Professor Nadia Gulko, PFHEA

Interim Deputy Dean of LIBS
Professor of Accounting Education and Sustainability
UK Project Lead for SWEEP 2026 TransformHER
Lincoln International Business School
Extraordinary Professor at the North-West University, South Africa
Visiting Professor at Botswana Accountancy College, Botswana

Nadia has 20+ years' experience in industry and academia. She is a transformative leader with evidence of authentic innovative teaching and international collaborations. Nadia received grants from British Council, AICPA&CIMA, QAA, PRME UK&I and serves as PI on four multidisciplinary international projects. She is a member of the Lincoln UNESCO Chair Group. In 2024-25 she was on the UK QAA Advisory Group, driving the development of national guidance on entrepreneurship in curricula.

Her editorial portfolio includes Associate Editor roles in Accounting Forum (3*ABS), Journal of Accounting Education (2*ABS), South African Journal of Accounting Research (1*ABS), the IAAER Editorial Consultant to Accounting Education (2*ABS), and Editorial Board member of Business Strategy and the Environment (3*ABS). In 2026 she was invited to be the Executive Guest Editor of Special Issue on "AI and Digital Transformation and Accounting Education" in Accounting Education journal Taylor & Francis in collaboration with the International Association for Accounting Education and Research (IAAER). She has published in leading journals such as Studies in Higher Education, Business Strategy and the Environment, Journal of Business Research, Journal of Accounting Education, and Accounting Forum.

Co-organiser

Madiha Sarwar

Lecturer in Accountancy and Finance/Programme Lead
SWEEP 2026 TransformHER project member
Lincoln International Business School



Madiha's research interests focus on non-financial reporting, with a particular emphasis on sustainability reporting within Environmental, Social, and Governance (ESG) frameworks and the United Nations Sustainable Development Goals (SDGs). Her work explores how sustainability, social impact, and accountability are embedded in organisational practices, with a broader interest in inclusive economic development and the role of responsible business. Her work also examines how gender diversity and female representation in leadership roles influence corporate sustainability practices, drawing on evidence from both developed and emerging economies.



Co-organiser
Dr Debadayita (Deb) Raha

Senior Lecturer in International Entrepreneurship and Society;
Programme Leader
Lincoln International Business School

Deb's research interest is within international entrepreneurship exploring how entrepreneurial ecosystems shape inclusive, sustainable development. Her work examines small and medium-sized enterprises as agents of responsible management, environmental stewardship, and social innovation. Focusing on the Global South, she investigates livelihood diversification, food security, and community resilience, with particular attention to marginalised communities in urban and rural areas.

Deb's research engages multidisciplinary perspectives to understand how institutions, policy, and practice can foster equitable opportunity for economic empowerment of men and women within communities. Through research, teaching, and collaboration, her aim to advance socially responsible entrepreneurship that balances economic growth with environmental and societal wellbeing, while supporting innovation and inclusive prosperity across diverse regions.

Volunteer
Dr Sophie Nguyen



Lecturer in Business Strategy
Lincoln International Business School

Sophie specialises in small business development in the Global South. Her research explores how small businesses in emerging economies can fruitfully participate in the local and global value chain, and the role of the government and international donors within this process.

Sophie is also the Recruitment and Conversion Co-Lead for the Help to Grow Management Course at the University of Lincoln and is actively involved in small business engagement in Lincolnshire through initiatives that fosters the relationship between University and Industry.



Volunteer
Dr Maddy Zeinali

Senior Lecturer in Strategy and Enterprise
Lincoln International Business School

Maddy specialises in women entrepreneurship and entrepreneurship in rural and peripheral areas. Her research explores how gender and migration intersect to shape women's social networks, their access to opportunities and business growth, and their experiences of entrepreneurial becoming and of engagement with communities in rural areas.

Maddy is also Co-Investigator and EDI Lead for AgriFoRwArdS, an EPSRC Centre for Doctoral Training in Agri-Food Robotics, where she works to reduce gender gaps in recruitment and create equal opportunities for women in Agri-Food Robotics through mentoring, workshops, and inclusive initiatives.
She is passionate about empowering women entrepreneurs in agriculture and supporting inclusive and sustainable rural development.

Volunteer
Reece Leggett

Strategic Manager – Venture Development
University of Lincoln

I lead the Venture Development Team at the University of Lincoln, supporting start-ups, scale-ups and student entrepreneurs through Sparkhouse, Think Tank and the Student Enterprise service. Working across enterprise, innovation and knowledge exchange, I help grow a pipeline of on-campus, student and graduate ventures while building external partnerships with industry, public sector organisations and academic teams. My role focuses on connecting market opportunities with university expertise to generate commercial opportunities, strengthen the regional innovation ecosystem and support sustainable growth.





Volunteer
Dr Paula Eves

Senior Project Manager
Riseholme LIAT
School of Agri-Food Technology & Manufacturing

Paula is a senior leader overseeing operations, infrastructure, health and safety, and capital developments at Riseholme in the Lincoln Institute for Agri-food Technology (LIAT). She drives research development, income generation, and interdisciplinary collaboration, while advancing agri-tech innovation through industry partnerships and research translation.

TransformHER Media Manager
Jasmine Foley



Founder of Empress Media Agency
Lecturer in Digital Marketing
Lincoln International Business School

Jasmine Foley is the owner of Empress Media Agency, which provides personal branding, marketing strategy, and content creation for professionals, influencers, and small business owners. Alongside her entrepreneurial work, she is a lecturer in Digital Marketing, where she delivers industry-informed teaching that bridges academic theory with practical application. Jasmine is also recognised internationally for her achievements in pageantry, where she has used her platform to advocate for education and social mobility. She is passionate about helping individuals build confidence, access opportunities, and achieve meaningful success.



Volunteer - Filming and Photography
Karina Muzickova

Marketing and advertising student
Lincoln International Business School

Volunteer - Filming and Photography
Freya Hogben



Marketing and advertising student
Lincoln International Business School

TransformHER - Creative Lead
Dr Heather Connelly



Artist-Researcher, Senior Lecturer, Deputy Director of Teaching & Learning, International Lead.
Lincoln School of Design and Architecture

As an artist-researcher, I create experimental artworks that explore translation, intercultural communication and co-creation across disciplines through text, sound and performance. I lead the creative strand of TransformHER, using arts-based methods to empower participants to share lived experiences and collaborate in knowledge production. Working with design students at the University of Lincoln and North-West University, South Africa, to create visual narratives that document the participants entrepreneurial journey. This fosters intercultural understanding while developing students' global mindset, confidence and transferable skills. My pedagogy advances internationalisation at home, embedding UNESCO Sustainable Development Goals and enabling meaningful cross-cultural collaboration.

Further information about my research can be found at:
https://www.heatherconnelly.co.uk/translationzones/

Volunteer - Live Scribing
Kate Morgan



Illustration student
Lincoln School of Design and Architecture

Kate is working closely with Heather on TransformHER creative strand, illustrating the events through the process of live scribing - capturing the 'core messages' visually, using art and design to create alternative documents and communicate with diverse audiences.



Volunteer - Live Scribing
Emily Dewis

Illustration Student
Lincoln School of Design and Architecture

Emily is working closely with Heather on TransformHER creative strand, illustrating the events through the process of live scribing - capturing the 'core messages' visually, using art and design to create alternative documents and communicate with diverse audiences.

Delegation



Dr Edwell Gumbo

Director: Entrepreneurship Development in Higher Education (EDHE), Universities of South Africa (USAf)

Ms Zana Boshoff

Project Manager: Entrepreneurship, Universities of South Africa (USAf), Student Women Economic Empowerment Programme (SWEEP)





Ms George Barrett

Country Director for British Council South Africa

Prof Sanlie Middelberg

SA Lead for SWEEP 2026 TransformHER, North-West University, South Africa





Prof Mariette Geyser

Agricultural Economics, North-West University, South Africa

Prof Anne-Marie Ward

TransformHER Consortium member, Ulster University, Northern Ireland



Delegation

Student Entrepreneurs from South Africa



Ms Mila Toth

Student, Stellenbosch University, South Africa

I work as a data scientist and Product Operations Lead at TerraClim, an agri-tech company focused on climate intelligence, geospatial analysis, and agricultural decision-support. I am also an MSc student, with my research focused on the use of hyperspectral imagery and machine learning for agricultural crop classification. My work involves translating climate, spatial, and environmental datasets into practical insights that can support farmers, industry bodies, and other stakeholders in making more informed decisions. A large part of my role includes climate data analysis, reporting, workflow development, and communicating technical findings in a way that is useful and accessible to both technical and non-technical audiences.

My interests sit strongly at the intersection of climate, agriculture, data, and applied research. I am particularly interested in how data-driven tools can support climate resilience, sustainable agricultural planning, and more practical decision-making at farm and industry level. I also enjoy working on projects where technical data can be turned into something useful, visual, and applicable to real-world decisions. Fun fact: outside of work, I am usually running, planning my next trip, or trying to improve my coffee-making skills.

Hopes for the trip to the UK:
From this trip, I hope to gain broader exposure to how climate, sustainability, and agricultural challenges are being approached in the UK, particularly through research, innovation, and cross-sector collaboration. I would like to learn from the institutions, researchers, and professionals involved, and better understand how their approaches could inform or strengthen similar work in South Africa.

I also hope to build meaningful connections with people working in related fields, exchange ideas, and identify potential opportunities for future collaboration. More broadly, I would like to come away with new perspectives, practical insights, and a stronger understanding of how international partnerships such as the SWEEP programme can support shared learning and applied impact.

Delegation

Student Entrepreneurs from South Africa



Ms Amahle Bokveld

Student, University of Fort Hare, South Africa

Bokveld Amahle is a Co-founder of Ulibo Lokuqala Agricultural Enterprise. Briefly, Ulibo is a mixed-crop producing farm that is situated in Alice in the Eastern Cape; South Arica. The legal form of the business is a primary agricultural co-operative. Ulibo was conceptualized and given birth to by a group of youth who saw an opportunity during the most critical period in the first quarter of 2020, which hit the entire globe, threatening the country with economic crisis and recession. As part of our mission, we are committed to addressing several of the Sustainable Development Goals for the betterment of our communities. To achieve this, we have made it our priority to ensure skills development for the residents of our surroundings through job creation. Academically, Bokveld is a PhD candidate in Microbiology with a focus on Public Health and Medicinal Plants. She holds a master's degree in microbiology from the University of Fort Hare. Amahle's research explores the intersection of microbiology, public health, and traditional medicine. She has co-published articles in DHET accredited journals, contributing to the scientific understanding of environmental microbiology.

Hopes for the trip to the UK:
I would like to gain practical insight into UK agri-entrepreneurship and innovation, build strategic partnerships with UK universities, businesses, and British Council/ EDHE stakeholders, and explore agri-tech like robotics, AI, and smart farming through lab tours and expert sessions. The goal is to network with academics and entrepreneurs, learn from the Lincolnshire business ecosystem, raise my profile through podcast recordings, and bring back knowledge, contacts, and models that can strengthen women-led agricultural enterprises and training programmes back home. I am also excited to experience the culture through the guided tour and site visits.

Delegation

Student Entrepreneurs from South Africa



Ms Nomusa Khambule

Student, University of the Witwatersrand, South Africa

I am Nomusa, a Master of Management in Entrepreneurship candidate at the University of the Witwatersrand (Wits) in Johannesburg, and the founder of iLanga Coils, a cosmetics manufacturing business, that uses Authentic African grown ingredients. I serve as the Wits President and National Deputy Chairperson of SWEEP, the Student Women Economic Empowerment Programme, which operates across all 26 public universities in South Africa. In this role I work to strengthen entrepreneurship ecosystems for women in higher education at a national level. My academic and professional interests sit at the intersection of entrepreneurship, economic development, and women's empowerment in Africa. I am passionate about building systems and communities that enable young women to convert their ideas into sustainable businesses. Fun fact: I'm a scientist turned entrepreneur.

Hopes for the trip to the UK:
I hope to leave this trip with a deeper understanding of how agricultural entrepreneurship can be built and scaled sustainably, and with practical insights I can bring back to the SWEEP community across South Africa. I would also love to build genuine relationships with the academics, entrepreneurs, and students I meet, and explore how the partnerships formed during this programme can translate into long-term collaboration that benefits women entrepreneurs on both sides.

Keynote Speakers

22 June



Professor Ted Fuller

Emeritus, holder of the UNESCO Chair on Responsible Foresight for Sustainable Development, University of Lincoln, UK

His academic work addresses humanity's relationships with its futures. He has held senior positions at UK Universities and was Editor in Chief of Futures Journal for ten years. The Lincoln UNESCO Chair was established in 2019 and works with partners from Higher Education Institutions and NGOs in the Global South on foresight and sustainable development. Responsible Futures is a foundational research project for the Chair.

Professor Anne-Marie Ward

Professor of Accounting, Ulster University, UK
TransformHER Consortium member

Anne Marie Ward is Professor of Accounting at Ulster University. Her teaching specialities are managerial finance and financial accounting, which she has taught at undergraduate, postgraduate and professional levels. She has authored five textbooks and has over 100 publications including national and international academic articles, professional articles, technical publications, policy research reports and book and encyclopaedia chapters. She has been the principal investigator on eight research projects totalling in excess of £300,000. She is a part-time farmer and in recent years her research interests have included farm succession and how small-farm practices are evolving.





Dr Ravi Valluru

Senior Lecturer in Crop Science, Lincoln Institute for Agri-Food Technology (LIAT), University of Lincoln, UK

Ravi Valluru is a Senior Lecturer in Crop Science at the University of Lincoln. Valluru's research focuses on multidisciplinary approaches in crop science to improve crop yield potential. At the University of Lincoln, Dr Valluru uses physiological, applied genetics and high-throughput phenotyping approaches to address various research questions in wheat and legumes.

Panel Members

23 June



Tommy Atkins

Founder, Multi-business owner, Entrepreneur

Tommy is an entrepreneur from Lincoln, best known for his position as founder of Identity Agency, a full-service, brand-first creative agency specialising in graphic design, website design, video production, and social media. He is involved in multiple businesses across a diverse range of industries. He serves as Co-Founder and Creative Director of The Lincoln Imporium, an immersive retail experience located at the top of Lincoln's Steep Hill. Additionally, he is Co-Owner of Pfizics, a company featuring a patented carbonation method with the potential to revolutionise the soft drinks industry. Currently, he is also spearheading the development of a mobile game, which is on schedule for release in Q3 2026.

Outside of his day job, Tommy is deeply committed to supporting the next generation of business leaders through a new initiative called 'Lincoln Future Founders'. Through this, he actively engages with younger people looking to start their own businesses through regular workshops, mentorship, and general advice. In recognition of the growth of his agency and his ongoing dedication to supporting others, Tommy has won Lincolnshire's 30 under 30 award two years running, and his agency has been awarded Lincolnshire Creative Agency of the Year.
https://identityagency.co.uk

Mark Jarvis

Founder, NED, Business Growth Advisor (SMEs)



Mark Jarvis is a company founder, director, entrepreneur, business mentor and coach, of over 30 years experience, interim MD, NED, investor, author and speaker. He is a proud family man and a big fan of motorsport, architecture, coffee and cake.

With a proven track record across multiple industries, including creative industries, manufacturing, technology, property, franchising, legal and financial businesses, retail, hotels and hospitality amongst many others, Mark helps businesses and organisations to start-up, scale-up and sell-up by co-creating solutions that grow people, enhance processes, protect the planet, develop products and increase profitability.

Website: https://mark-jarvis.co.uk

MARK JARVIS



James Page

Ecosystems manager, Barclays Eagle Labs

James Page has 17 Years of experience within Barclays and currently runs the Eagle Labs at the University of Lincoln, supporting university spin outs and Agri-Tech Founders. Barclays Eagle Labs is a national network of innovation hubs supporting startups and scaleups with the space, expertise, and connections they need to grow. Working closely with partners across the UK, Eagle Labs helps founders access funding, mentoring, and industry networks to accelerate innovation and business success.

Professor Sharon Green

Dean of Executive Education and Skills, University of Lincoln



Professor Sharon Green is Dean of Executive Education and Skills at the University of Lincoln. She is a Food Technologist who graduated from Seale-Hayne Agricultural College (University of Plymouth) and worked for several years in the food industry before commencing her academic career. She has a master's degree in Educational Learning and Development and was awarded a Principal Fellowship from the Higher Education Academy in 2019. She was awarded a National Teaching Fellowship in 2023.

Prior to joining Lincoln, Sharon held senior technical roles within the food industry, and led the development of systems and processes as quality control cultures shifted to a quality assurance model. Sharon is responsible for the strategic development and oversight of the University's apprenticeship and skills portfolio. As a champion of vocational student engagement and the student experience, Sharon has led multiple projects focussing on the development of vocational education and skills.

She has presented extensively on vocational teaching and learning topics, with a focus on professional skills and workforce development. She directs strategic employer partnerships to meet industry needs through further and higher educational programmes, short courses, and virtual learning platforms. She also has expertise and experience in curriculum development and management, assessment of students and development of teaching skills.



Mabel Adaeze

Founder of FarmNet360, a fast growing agri tech venture

Mabel Adaeze is an author, academic, mentor, and the founder of farmnet360. Passionate about sustainable agriculture, innovation, education, and community development.

She is dedicated to empowering individuals and communities through knowledge sharing, mentorship, and technology driven agricultural solutions that promote food security.

https://www.farmnet360.com
https://farmnet360.app

Anastasia Oyebanji

Business owner within the hospitality sector, a co-founder of Black Business Lincolnshire



I am Co-Founder of Black Business Lincolnshire, where I support entrepreneurs and professionals through enterprise development, mentoring, strategic networking, and access to opportunities. With a background in law, governance, and company secretarial practice, I am passionate about advancing inclusive economic growth, developing local talent, and creating pathways into entrepreneurship and leadership.

I also serve as a Trustee of Shepherds Food Ministries, an international charity focused on sustainable agriculture, food security, women's economic empowerment, and community development in Nigeria. Through this role, I have supported initiatives that provide farmer training, strengthen agricultural infrastructure, improve access to microfinance, and empower widows' cooperatives to build sustainable livelihoods.

I have a particular interest in the intersection of entrepreneurship, governance, and sustainable agriculture, and how these can be leveraged to strengthen local economies, build resilient communities, and create lasting opportunities for future generations.

Prof Mariette Geyser

Associate Professor in Agricultural Economics, North-West University, South Africa

Prof. Mariëtte Geyser holds a D.Com in Financial Management and brings more than two decades of combined academic, industry, and entrepreneurial experience to the intersection of agriculture and finance. She is an Associate Professor in the School of Economic Sciences at North-West University (Potchefstroom Campus), where she is part of the Agricultural Economics unit, having previously served at the University of Pretoria, and supervises postgraduate research in agricultural economics.



A published author and editor, Prof. Geyser authored The Long and Short of Derivative Markets: SAFEX, Grain Hedging and Speculation and co-authored the widely prescribed Finance and Farm Management (Standard Bank). Her research focuses on grain market dynamics, commodity derivatives, and agricultural risk management, with a growing body of work on the impact of ENSO climate events on South African maize price volatility.

Beyond academia, Prof Geyser is herself a farmer entrepreneur with fifteen years of practical grain and livestock farming experience. She regularly presents at Farmers Days, provides SAFEX training for financial institutions and students, and provides advisory support to small-scale farmers, where she translates complex market knowledge into practical tools for agricultural decision-making.

Day 3

Lincoln School of Design and Architecture (LSDA) Speakers



Dr Timothy Whitehead

Head of School, Design and Architecture, LSDA

Dr Timothy Whitehead is Head of Design and Architecture at the University of Lincoln. The school is a multidisciplinary community spanning Graphic Design, Illustration, Photography, Creative Advertising, Product Design, Interior Design, and Architecture.

My research focuses on addressing global challenges through design-led innovation, digital transformation, and frontier technologies. Working at the intersection of design, sustainability, and Industry 5.0, I am particularly interested in how emerging technologies can create meaningful social, economic, and environmental impact.

Over the past 15 years, I have led projects across Africa and Asia that apply human-centred design to real-world challenges.

Denver Hendricks

Deputy Head of School and Senior Lecturer in Architecture, LSDA



Denver is Deputy Head of the School of Design and Architecture at the University of Lincoln, with over 20 years of experience in higher education, academic leadership, and professional practice.

His research focuses on urban studies, place based resilience, and flood adaptation in the East Midlands, alongside interests in design pedagogy, digital technologies, and learning environments. Prior to joining Lincoln, he was Head of Architecture at the University of Johannesburg, where he led the department to full SACAP validation, established its first fabrication laboratory, and founded Digital Utopia, a symposium on technology and innovation in architectural education.

Denver has extensive experience across architecture, urban design, and community engagement projects in both the public and private sectors. He is a published researcher, international speaker, and design critic whose work explores the intersection of design, technology, education, and urban transformation.

Day 3
Lincoln School of Design and Architecture (LSDA) Speakers



Wayne Christian
Senior Lecturer in Graphic Design, LSDA

Wayne has over 20 years' experience across industry and academia, he specialises in digital innovation and entrepreneurial approaches to design.

He also runs Emmersive, a full-service design agency based within the University, working with organisations on emerging technologies including AR, mixed reality, UX, and AI. His work focuses on connecting creative education with real-world impact, building partnerships that translate ideas into practical, scalable outcomes.

Professor of Theatre Ananda Breed
Director of Research & Knowledge Exchange, Lincoln School of Creative Arts (LSCA), UNESCO chair



Professor Ananda Breed is Director of Research and Knowledge Exchange in the School of Creative Arts and Chairholder of the UNESCO Chair on Arts-based Methods for Peacebuilding at the University of Lincoln.

Breed is author and co-editor of numerous books and articles that explore performance, transitional justice, culture, education, mental health, and civic engagement. Her leadership on major international research programmes—including AHRC GCRF Mobile Arts for Peace (MAP), UKRI Newton Fund MAP at Home: online psychosocial support through the arts in Rwanda, AHRC Arts4Us, and AHRC GCRF Changing the Story (totalling over £6.5 million in award funding)—has produced new models for arts-based research, curriculum influence, Monitoring, Evaluation, and Learning (MEL), and youth policy dialogue.

Breed's MAP initiative has reached more than 28,000 individuals through 860 engagement activities and 322 creative outputs, influencing national curriculum and youth policy in multiple post-conflict countries.

https://map.lincoln.ac.uk

Day 3
Lincoln School of Design and Architecture (LSDA) Speakers



Tom Martin
Senior Lecturer in Photography, LSDA

Tom Martin is a photographer, participatory project practitioner, and academic, specialising in creating meaningful narratives about humanitarian and environmental issues through photography, video, and text.

He is a member of the UNESCO Chair on Arts-based Methods for Peacebuilding with and for Children and Young People. He has led award-winning international research projects with policy impact, working collaboratively with marginalised groups and communities in post-conflict settings and regions impacted by climate change, including Rwanda, South Sudan, Sierra Leone, Bangladesh, Burundi, and Morocco.

Through these projects, he has developed specialist expertise in creating innovative processes that explore the roots of issues that impact communities. Tom's publications range from The Economist and The Independent to Italian Vogue and The Lancet. His exhibitions include solo shows in Westminster and Rwanda, as well as inclusion in the Taylor Wessing Photo Prize at the National Portrait Gallery, London.

Michelle Walsh
Senior Lecturer in Photography, LSDA

Michelle is a photographer and Senior Lecturer in the School of Design at the University of Lincoln. Her practice is predominantly focused on participatory approaches to image making, guided by the belief that individuals and communities are the foremost authorities on their own experiences and stories.

She has over 15 years' experience delivering participatory photography projects in the UK and internationally, including work with Amazigh women in Morocco focused on climate resilience and peacebuilding in Rwanda.

In the UK, her work has included projects with migrant communities exploring social cohesion, people experiencing mental health challenges, young people in supported housing, refugees, and young people engaged in climate policy. Her work has been exhibited nationally and internationally, including at Frequency Festival, Digitalis Festival, New Art Exchange Nottingham, and Seven Dials, London.



Day 3
Lincoln School of Design and Architecture (LSDA) Speakers



Ben Anderson
Creative & Executive Director of Lincoln Arts Centre

Ben Anderson is an arts leader and cultural strategist with a track record in talent and organisational development, live performance programming, fundraising, partnership building and communications.

He is committed to creating ambitious cultural programmes that are relevant, inclusive and impactful. As Creative & Executive Director of the University of Lincoln's Centre for Culture & Creativity, Ben leads a dynamic portfolio of cultural assets. The Centre acts as both a think tank and a do tank, driving research, innovation and cultural engagement across the University and beyond.

This portfolio includes the Lincoln Arts Centre, a contemporary visual and performing arts venue that nurtures the next generation of artists and artistic ideas, creating work that challenges, inspires and delights to improve the health and happiness of audiences and participants across campus, county and country. It also includes the Barbican Creative Hub, a vibrant centre for creative enterprise that supports artists, freelancers, businesses and communities through residencies, coworking, events, digital production facilities and creative business development.

https://lincolnartscentre.co.uk

Ben will also be introducing delegates to **The Barbican Creative Hub**, which provides facilities and visibility for the creative and cultural industries in Greater Lincolnshire. More than just a building, it fosters a county-wide collaborative and reciprocal approach of partnering with leading organisations, grassroots initiatives, and individual creatives to support the sector so that it can compete on a national and international stage.

The Hub was developed through a three-way partnership between the University of Lincoln, Lincolnshire Co-Op, and the City of Lincoln Council, with funding from the Government's Levelling Up Agenda, the Town Deal scheme, the High Street Heritage Action Zone from Historic England, and Lincolnshire Co-Op.

https://www.barbicancreativehub.com

Welcome
to Lincoln

Watch Video



Welcome
to Lincoln International Business School

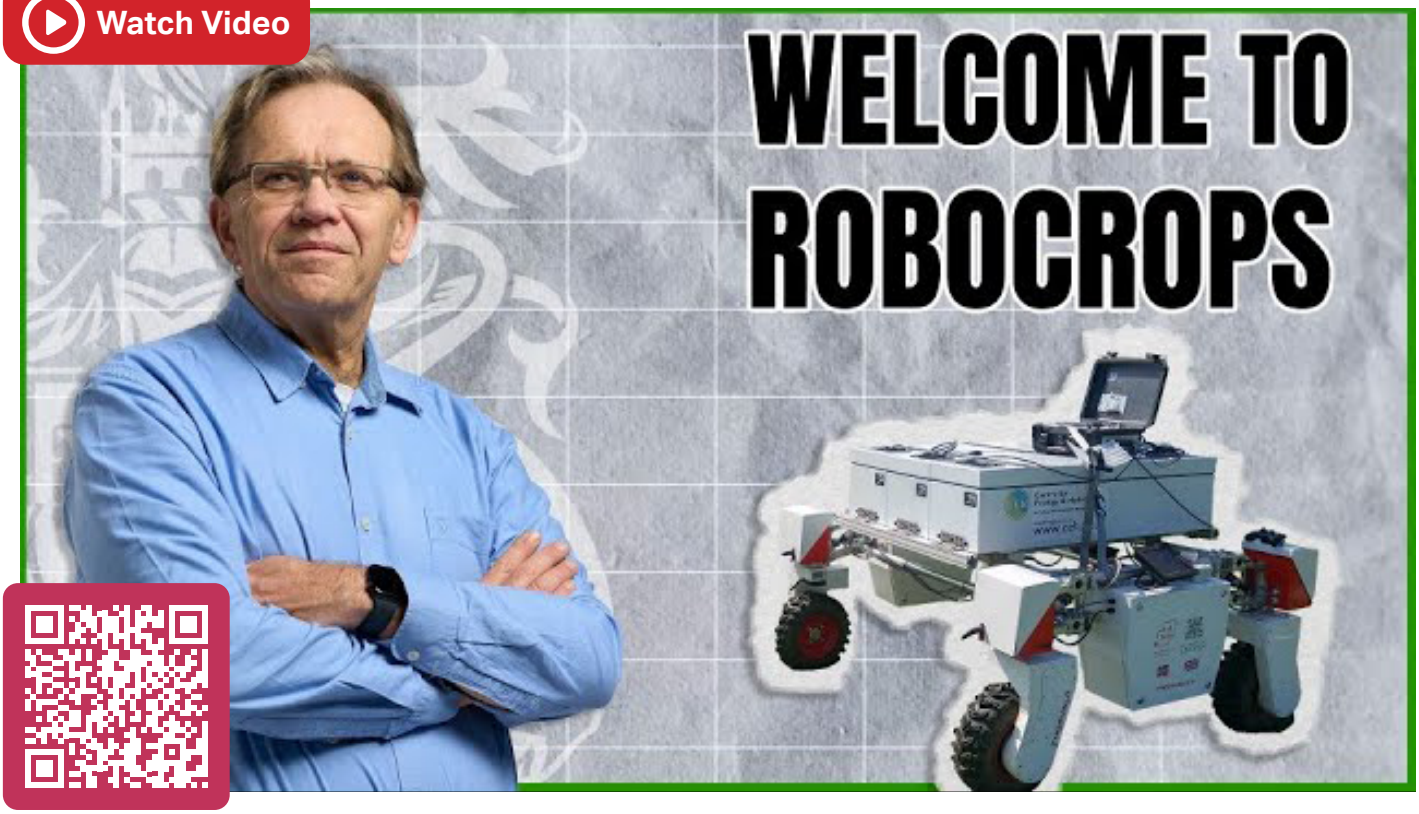
Watch Video



Welcome

to Lincoln Institute for Agri-Food Technology (LIAT)

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Lincoln Institute for Agri-Food Technology | University of Lincoln