

Anneke Edmonds

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Professional Profile

An experienced and enthusiastic international businessperson and academic; I am a university lecturer, founder, consultant, team coach and executive trainer in strategic marketing and enterprise business subjects. Areas of expertise include marketing strategy, Lean Start Ups, mentoring leaders in high growth businesses, coaching in incubators and accelerators, and new venture formation in the tech and creative industries sectors.

I am also a part-time Doctoral researcher at Newcastle Business School, Northumbria in Entrepreneurship, Women, and STEM, with a completion date of Oct 2025. Ambitious and enterprising in outlook, with a deep knowledge of higher education, I am keen to further apply my experience of academia and practice to build on existing teaching, Course Leadership, and Venture Start Up experience.

Key Accomplishments

- Assisted in shaping and directing the early-stage development of two Higher Education Fund Council for England (HEFCE) and European Regional Development Fund (ERDF) funded university incubators; Launchpad at Falmouth University, and Newcastle Business School, Northumbria University. My focus was experiential learning, coaching and mentoring teams from Start-Up to incorporation bringing academic rigor to postgraduate program delivery.
- Successfully launched 'Global Entrepreneurial Talent Management,' a collaborative EU funded project engaging academic and industry partners in South Korea, Ireland, Slovenia, and Poland. I was on academic secondment for one month in South Korea on behalf of Newcastle Business School.
- Intrapreneurship experience: instigated and achieved accreditation for the establishment of a Chartered Institute of Marketing (CIM) Study Centre at the Buckingham Business School, University of Buckingham, UK; its first professional qualifications program.
- Awarded a UKTI 'Passport to Export' grant for market development of my company Inbound Marketing Ltd in Germany, acting as Mentor and Marketing Expert on media.net Berlin Brandenburg's Catapult Start-Up program.
- 14 years coaching experience under my consultancy company Inbound Marketing Ltd, mentoring Startups, SME's and entrepreneurs in sectors including AI and tech, education, and entertainment.

Education

Degree

- PHD Entrepreneurship, Innovation and Strategy, Newcastle Business School, (complete June 20256: *"High-tech university incubator: impact on student founder's entrepreneurial intentions and practice"*)
- MSc in Strategic Marketing, Cranfield School of Management, Cranfield University (2012)
- B.A. Women's Studies and Literature, Tulane University, New Orleans, U.S.A. (1985)

Professional Qualifications

- Certificate for Educators in Entrepreneurship from Babson College, Boston, USA (2018)
- Coaching Post Graduate Certificate, Northumbria University (May 2017)
- Advanced Certificate in Market and Social Research, Market Research Society (2011)
- Certificate in Delivering Learning to Adults, City & Guilds, (2005)
- The Chartered Institute of Marketing Diploma (1990)

Professional Memberships

- Fellow Higher Education Academy UK (FHEA)
- Fellow and Chartered Marketer of the Chartered Institute of Marketing UK (FCIM)
- Member European Centre for Small Businesses (ECSB)
- Member American Association of University Women (AAUW)
- Member US Assoc for Small Business and Entrepreneurship (USASBE)
- Member of Society for Research into Higher Education (SRHE)

Skills

- Coaching and mentoring on a range of organizational challenges, working with StartUp teams, executives, and team members
- Teaching expertise in experiential and action learning sets, specifically in educating entrepreneurs, using a research-rich approach that balances academics with real-world practice
- Strategic thinker and seasoned researcher adept at scoping out market opportunities and conducting feasibility studies for viable/successful/productive/effective business planning
- Instilling an entrepreneurial mindset to lead and manage diverse teams in both face-to-face and virtual settings
- Academic Course and Module Leadership to include designing and creating content, lecturing, assessing student learning and overall delivery in line with university targets
- Communicating and negotiating at a senior level, influencing a range of internal and external stakeholders particularly when building new business partnerships
- Managing higher education virtual/digital learning space environments using specialist technology / university software / Application of AI
- Academic researcher and writer subject expertise entrepreneurship, student experience, gender, incubators
- Bilingual; German – English

Relevant Employment

Academic

Regents University London (2024- present)

Assistant Professor Marketing and Entrepreneurship

Module Leadership across several cohorts, teaching at both UG and PG level: International Brand Strategy (L6), Organizational Reputation (L4), Organizing for Entrepreneurship and Innovation (L5), and Planning for New Ventures (L7). Supervision of UG dissertations in Entrepreneurship (Capstone) which entailed a full academic year's support.

University of Law Business School, London (2020-2024)

Visiting Lecturer, Personal Coaching Specialist

Coach for Post Graduate students (on-line) supporting the Personal Development Program. I particularly enjoy the coaching role as I see how students flourish in achieving their personal goals over the period we work together.

Lancaster University, Bailrigg (UK) and Leipzig (Germany) campus (2020-2021 part-time)

International Adjunct Lecturer in Entrepreneurship

I was a module convenor and lecturer in Entrepreneurship subjects: the Principles and Practice of Entrepreneurship, The Entrepreneurial Mindset, Business StartUps, and Gender and Entrepreneurship at both the UK (Bailrigg) and German (Leipzig) campuses.

Launchpad, Cornwall Business School, Falmouth University, UK (2018-2020)

Honorary Research Fellow

Contributing to research outputs, with the intention to publish papers on my recent data collection of the Launchpad incubator. I interviewed student founders and staff on their experience of the incubator and accelerator in new venture formation.

Course Leader MA Entrepreneurship, Senior Lecturer in Entrepreneurship

The focus of my teaching and mentoring was developing an entrepreneurial mindset and innovative approaches to business development. The role required me to lecture, module lead, provide business support, mentor, and coach teams in new venture creation. I was also involved with the re-validation of the MA to an MSc Entrepreneurship, taking student feedback into consideration and presenting a case for new programme design and content. I mentored new staff members as they joined my team and represented my programme at regular departmental meetings.

Newcastle Business School (NBS), Northumbria University, UK

Course Leader MSc Entrepreneurship, Senior Lecturer Entrepreneurship (2016-18)

MSc Entrepreneurship: Program Leadership, curriculum design and teaching at P/G level. This entailed working on a HEFCE funded project which supported post graduate education for entrepreneurship students, in collaboration with colleagues at Falmouth University and University of the West of England. I assisted on the launch of an experiential learning MSc, with emphasis on a co-created student-centered curriculum and facilitation of sessions which included coaching of teams and student founders.

MA in Design Innovation, a cross faculty collaboration with the Design School. Delivering content as well as facilitation of client facing external partner projects with students, e.g., The National Trust and Northumbrian Water. I taught sessions on the entrepreneurial mindset and provided pastoral care for students via coaching and mentoring.

International Communications Manager of the GETM3 EU funded research, 'Global Entrepreneurial Talent Management,' a collaborative project engaging academic and industry partners in South Korea, Ireland, Slovenia, and Poland. I was on academic secondment for one month in South Korea to launch the project on behalf of Newcastle Business School.

QA Higher Education London (2013 – 2015)

Senior Lecturer in Marketing and HEI Partner Liaison

Relationship management and Module Leadership in marketing programmes across three key university partnerships with University of Ulster, Northumbria University, and Roehampton University. This required travel to partner sites, teaching and adapting content for a profile of diverse London based students.

Buckingham Business School, University of Buckingham, UK (2009-10)

Director Chartered Institute of Marketing (CIM) Study Centre, Lecturer in Marketing

Initiated and gained accreditation on behalf of the Buckingham Business School (BBS) for a Chartered Institute of Marketing Study Centre. Managed the program as a 'start up' enterprise, with hands on control of all aspects of the new venture including setting the annual budget, and business planning. As a result BBS enhanced their existing educational product portfolio to include professional as well as academic programs, thereby attracting a new student sector of marketing professionals and gaining brand awareness in the business community.

Industry

AI Compliance, Inc.

A RegTech Startup in AI Governance

AI Compliance, Inc has developed a SaaS audit platform which enables organizations to assess the compliance of their AI applications with burgeoning global regulation. This is at seed stage.

Inbound Marketing Ltd., Marketing Consultant/Owner (2010-present)

Inbound Marketing Ltd provides coaching and business guidance to founders, Start-Up teams and SME's. In particular: scoping market opportunities, conducting feasibility studies and developing business plans, as well as providing short- and long-term business coaching and training. Previously tailored towards corporate clients, we've shifted focus towards Start-Ups and innovators.

Organizations that I have consulted with include:

- **DOHE Global**, a platform which champions EdTech Startups to solve global problems in education. Provided Coaching support for EdTech startups

- **DARL.AI:** An organization which invents ethical Artificial Intelligence SaaS driven ChatBots; I have an advisory business development role.
- **CW Entertainment:** An SME in the UK entertainment industry with public sector financing. I provide mentoring, training, and guidance on growth strategies for income generation.

Academic Research

- Paper accepted for the Institute of Small Business and Entrepreneurship (ISBE) conference, Nov 2025, 'Incubating Student Tech-founders: How Gender Influences Entrepreneurial Identity and Intentions'.
- The Leaky Pipeline in University Tech-Incubators: A Gendered Story, in the Emerging Research Papers track to USASBE 2024: Forging the Future Together Conference, Alabama, Jan 2024
- Best Doctoral thesis awarded at European Council for Small Businesses (ECSB) Nov 2020
- Presented findings at a HEFCE and QAA focused event, 'Evolving Directions in Postgraduate Entrepreneurship Education,' on 16th May, 2018 at UWE, Bristol.
- 'Derailing or Dropping out? Implications of Viewing The Boss for Women Entrepreneurs.' British Academy of Management (BAM) SIG GEM conference, London, June 2017.
- 'Kardashian & Co: Exploring the Influence of Celebrities on Mum-preneurs.' Gender Work and Organisation (GWO) conference June 2016.
- 'Ethical Dilemmas in UK Market Research 2001 – 2011: an Analysis of a Database of Ethical Queries Created by a Regulating Body for Marketing Researchers,' MSc thesis title.
- 'A discussion of methodology for an enquiry into the effectiveness of marketing tools used by universities in the UK.' Academy of Marketing Conference, Coventry July 2010.