

BILL RUSSELL

1. Profile

Professor Emeritus and Honorary Professor with extensive senior leadership experience in higher education, including programme development, internationalisation, admissions, recruitment, teaching strategy, income generation, and academic quality. Available for consultancy work supporting schools, colleges, universities, and education organisations seeking practical advice on curriculum design, student recruitment, international partnerships, programme portfolio development, and education management.

Consultancy focus: higher education strategy; programme and curriculum development; international student recruitment; admissions and conversion processes; teaching quality; education partnerships; leadership mentoring; economic and financial education.

Location: Perth, Scotland, United Kingdom

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Phone: +44 (0) 7747 606309 (mobile)

Professional recognition: Fellow of the Chartered Management Institute.

2. Education

1992 - 95 **Doctorate of Philosophy in Economics** (May 1995), University of Oxford, Thesis: *The Markup and the Inflationary Consequences of Nominal Demand Growth*.

1989 - 91 **Master of Philosophy in Economics** (June 1991), University of Oxford, Thesis: *The Profit Margin and the Split in Nominal Demand Growth between Real and Price Components*.

1983 - 85 **Bachelor of Economics (Honours)** (November 1985), University of Western Australia. First Class Honours, Thesis: *The Effect of Deposit Interest Rates and Credit Rationing on Interest Rate Adjustments*.

3. Relevant Experience

2026 – present Principal, Avaline School.

2025 – present Professor Emeritus, School of Business, University of Dundee.

2025 – present Honorary Professor, School of Business, University of Dundee.

1996 – 2025 Lecturer, Senior Lecturer, Reader and Professor, University of Dundee School of Business.

Selected leadership roles at the University of Dundee

2022 – 2025 Deputy Dean, University of Dundee School of Business.

2014 – 2025 Associate Dean Internationalisation and Admissions.

4. Professional Background

1986 – 1996 Management Economist, Reserve Bank of Australia, Sydney.

5. Education Consultancy Strengths

Bill brings practical senior-level experience in designing, managing and improving education provision. His work has combined academic leadership, student recruitment, international engagement, programme innovation, teaching quality, admissions improvement and income generation. He is well placed to advise education providers on how to align programme portfolios with student demand, institutional capacity, quality assurance expectations and sustainable income growth.

Areas of expertise

- Programme portfolio review, new programme design and curriculum development.
- Internationalisation strategy, student recruitment, admissions processes and applicant conversion.
- Development of undergraduate, postgraduate and professional education provision.
- Teaching quality, student feedback, student experience and employability-focused learning.
- Partnership development, income-sharing models and education-sector collaboration.
- Economic, financial and business education at undergraduate, postgraduate, MBA and doctoral levels.

6. Selected Achievements

Led and supported major education initiatives designed to broaden access, improve recruitment, strengthen international engagement and increase teaching income.

- Developed and launched the MFin International Finance, MSc Marketing and International Finance, MSc Islamic Finance, MSc International Marketing and MSc Business Analytics programmes.
- Oversaw the development and launch of the MSc Management, MSc International Banking and Finance, and MSc Business Analytics programmes.
- Oversaw the introduction of a January intake for the ‘extension’ MSc Accounting and Finance, MSc Finance, MSc International Accounting, MSc Accounting, Management and Strategy, and MSc Professional Accounting programmes.
- Introduced 8-week internships as an option on all the conversion TPG programmes managed by a third party (Pagoda Projects) and funded by UDSB.
- Oversaw a January intake on 7 of the 8 undergraduate 4-year business degrees for full fee international and RUK students in 2020.
- Introduced 7 x 3-year honours business programmes with internships since September 2023. These programmes were available to partnership and foundation college students since 2021.
 - BSc Applied Finance in Practice, BSc Business Management in Practice, BSc Business Economics, and BSc International Business in Practice, BSc Accounting and Finance, BSc Islamic Accounting and Finance, BSc International Business and Management, and BSc International Business with Marketing in Practice.

- Advised Schools and sub-disciplines across the University on programme development to increase student numbers and improve teaching efficiency.
 - MSc Psychology-conversion (in the School of Humanities, Social Sciences and Law).
 - MSc Biomedical and Molecular Sciences with Business, or Entrepreneurship, or Management, or Marketing (in the School of Life Sciences using UDSB modules).
 - MSc Industrial Engineering and Management, MSc Industrial Engineering and International Finance (in the School of Engineering using UDSB modules).

7. Recruitment, Admissions and Income Generation

As Associate Dean Internationalisation, Bill designed and implemented recruitment, admissions and conversion activity to support international and postgraduate growth. This included improving admissions workflows, working with agents and applicants, developing marketing content, supporting applicant webinars, and contributing to faster offer-response processes.

8. Research and Publications

Bill has an established academic research profile in macroeconomics, inflation, monetary policy, price adjustment and applied econometrics. He has published in peer-reviewed journals including *Empirical Economics*, *Scottish Journal of Political Economy*, *Applied Economics Letters*, *Journal of Macroeconomics*, *World Bank Economic Review*, *Economic Modelling*, *Journal of Forecasting*, *Review of Economics and Statistics*, and *Economic Record*. A full publication list is available on request.

9. Visiting Posts, Fellowships and Recognition

- (i) Reserve Bank of Australia Overseas Postgraduate Study Scholarship, 1989-1991.
- (ii) Nuffield College, Oxford University, Visiting Economics Fellow, Michaelmas term 1998.
- (iii) Nuffield College, Oxford University, Visiting Economics Fellow, Michaelmas term 1999.
- (iv) Jean Monnet Scholarship, European University Institute, August – December 2001 and June – August 2002.
- (v) Visiting Research Fellow, European University Institute, November – December 2004.
- (vi) Visiting Economics Fellow, Macquarie University including Visiting International Scholar Award, September – December 2009.

10. Referees

Referees available on request.

Updated July 2026