

BILL RUSSELL — EDUCATION SECTOR CONSULTANT

1. Consulting Profile

Professor Emeritus (University of Dundee) and Honorary Professor with extensive senior leadership experience in higher education. Advises education providers on programme development, internationalisation, admissions, recruitment, teaching strategy, education partnerships, income generation and academic quality. Brings practical experience from senior university leadership, business school management, programme portfolio development and international student recruitment.

Consulting focus: higher education strategy; curriculum and programme design; international student recruitment; admissions and applicant conversion; portfolio review; partnership development; teaching quality; leadership mentoring; economics, finance and business education.

Location: Perth, Scotland, United Kingdom | **Professional recognition:** Fellow of the Chartered Management Institute

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2. Consulting Services

- **Programme and portfolio development:** review existing provision, design new programmes, assess market fit, strengthen employability and improve teaching efficiency.
- **Internationalisation and recruitment:** develop international recruitment approaches, admissions workflows, applicant conversion activity and partner-facing materials.
- **Education leadership support:** advise senior teams on business school development, academic management, income growth, student experience and quality improvement.
- **Curriculum and teaching advice:** support undergraduate, postgraduate, MBA and professional education in economics, finance, business and management.

3. Senior 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 University of Dundee leadership roles

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

2014 – 2025 Associate Dean Internationalisation and Admissions.

4. Evidence of Impact

- Developed and launched postgraduate programmes including MFin International Finance, MSc Marketing and International Finance, MSc Islamic Finance, MSc International Marketing and MSc Business Analytics.
- Oversaw the development and launch of MSc Management, MSc International Banking and Finance and MSc Business Analytics provision.
- Introduced January intakes across postgraduate and undergraduate business programmes to support growth, flexibility and international recruitment.
- Introduced internship options and practice-focused honours programmes to strengthen employability and partner pathways.
- Advised schools and disciplines across the University on programme development, teaching efficiency and student-number growth.

5. Recruitment, Admissions and Income Generation

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

6. Academic Credentials

Education: DPhil Economics, University of Oxford; MPhil Economics, University of Oxford; Bachelor of Economics with First Class Honours, University of Western Australia. **Research:** Established publication record 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.

7. Earlier Professional Background and Recognition

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

Recognition: Reserve Bank of Australia Overseas Postgraduate Study Scholarship; Visiting Economics Fellow, Nuffield College, University of Oxford; Jean Monnet Scholar and Visiting Research Fellow, European University Institute; Visiting Economics Fellow, Macquarie University.

8. Availability and Referees

Available for consultancy assignments, advisory work, mentoring and project-based support. Referees available on request.

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