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## Advances in Management and Innovation (AMI) Conference 2024

**Date: 21<sup>st</sup> and 22<sup>nd</sup> of May 2024**

**Venue:** Hospitality Suite, Cardiff School of Management,  
Llandaff Campus, Cardiff Metropolitan University



**Martin Astley** is one of the founding partners of BikePark Wales and has been a key player in designing, developing and operating this key tourism attraction. Martin's background in brand management and marketing as well as the fact he is a keen and accomplished mountain bike racer has helped both deliver the product the market desires and to tell the stories visiting riders want to hear. Martin has played a leading role in creating a unique new way working in partnership with Natural Resources Wales (the land manager at BikePark Wales) that

has created an entirely new business model for both NRW and BikePark Wales that benefits people, planet and prosperity.



**Julleanna Powell-Turner** is a Professor of Environmental Sustainability with specialisms in environmental protection and sustainable supply chains. She has taught and researched environmental sustainability for over 20 years and has worked with industrial and academic partners globally including the ADB, UNEP, DFID, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), EU, NDA, and UK government (MOD, GCHQ, and DEFRA). She has extensive experience of working internationally in the environmental field whilst at Cranfield University

where her work contributed to the creation of an enabling environment for sustainable growth as well as advising governments and policy makers on Natural Resource Management. In 2019, she joined the University of Chester as Associate Dean for Research, Innovation and Knowledge Exchange where she leads the research agenda for the Faculty of Science Business and Enterprise. As part of her own work, she is developing the Environmental Science and Technology space in which she teaches and supervises MSc and PhD's, as well as collaborating with industry to design, develop, and bring new environmental products and services to market. Her current research relates to circular economy extension, and environmental protection through life. The aim of this through life approach is to apply foresight to future environmental threats that may reduce the likelihood and/or impact of disruptions through risk identification (disruptions), assessment (occurrence and impact), action (strategy and mitigation) and monitoring (reduce risk).