

Advances in Management and Innovation (AMI) Conference 2025

📅 21st and 22nd of May 2025

📍 Hospitality Suite, Cardiff School of Management, Llandaff Campus, Cardiff Metropolitan University

Register for AMI2025 [here](#)



Professor Anna Whicher

Anna is Associate Director of Research and Professor of Design and Policy at PDR – International Centre for Design and Research at Cardiff Met.

Anna is passionate about what design can deliver for businesses, governments, and communities. She has supported governments around the world to integrate design into their ways of working, develop design action plans, launch innovation labs, embed design into business support programmes and infuse circular design principles into strategies.

Examples of her work include supporting the development of the first National Design Policy for the Philippines, delivering transformation through design within the European Central Bank, and renewing government lab operating models in the UK and Latvia.



Stephen Broadhurst

Stephen Broadhurst is the Managing Director of Star Linen UK, a B Corp based in Ystrad Mynach, South Wales. With a diverse background that encompasses military service in the RAF, sales and textile management. Following his military service, Stephen embarked on a diverse career in the commercial sector, holding several leadership positions. He began as Regional Manager at Wicksteed Leisure in Northampton. Stephen then progressed to Sales Director at Jewson and Head of Commercial at

Frigoscandia, further honing his business acumen. His career took a pivotal turn when he entered the textile industry, joining Sunlight (now Ellis). During his twenty years in textiles, he spent five years as Managing Director of Mitre Linen, based in Merthyr Tydfil. Under his leadership, Mitre Linen achieved significant growth, culminating in its successful sale to Nisbets. Building on from these successes, Stephen's expertise led him to Star Linen in Philadelphia, USA. His international experience proved invaluable when he returned to the UK to establish Star Linen's operations here in late 2016, marking the beginning of his current role as Managing Director of Star Linen UK.



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