

Advances in Management and Innovation (AMI) Conference 2025



📅 Thursday
22nd May
2025

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

**Register for
AMI2025 [here](#)**

Introducing our Industry Panel



Andy Schofield

Andy is Director of Environment Platform Wales, a collaboration of research organisations (Welsh universities, JNCC and UKCEH) and environmental policy-makers (Welsh Government and NRW).

Having spent over 25 years working for NRW and predecessor organisations, in roles covering fisheries, conservation, water quality and land management, Andy then worked on tidal renewables for three years before moving to management roles in academia and environmental research.

The Environment Platform Wales team act as a catalyst for communities of research which are able to provide advice and evidence to those shaping environmental policies here in Wales. In addition, the team provide advice to students, at all levels, seeking roles in the environment sector.



Ella Hastings

An alumni of Cardiff Met, Ella Hastings has spent 20+ years working in marketing, analytical and operational roles. This experience includes working in some of the most influential Fintech companies born in Wales, from Senior Leadership Team roles at insurance comparison site GoCompare, to CMO for a range of Welsh based start ups. A marketing and operational strategist who uses her knowledge and skills to scale and support growth.



Rosie Oretti

Grounds For Good is a sustainable Penarth based business launched in 2021. The Founder & Director is Dr Rosie Oretti. A retired Consultant Psychiatrist with a passion to continue to make a difference. We do what we say 'on the tin'. We upcycle local waste coffee grounds into innovative and circular products for retail. We are the only Welsh company doing this. By diverting waste coffee from going to landfill, we reduce greenhouse gas emissions. We operate as a social enterprise and a proportion of our profits go towards a National homelessness charity. Our mission is to be Good4ourplanet; Good4ourcommunity; and Good4you.



**Jason Burnett Senior Director Technical & Strategic Development,
Intertek Cristal / Checkpoint**

Jason Burnett is an industry leader in safety, security, sustainability, and risk management, currently serving as Senior Director for Technical & Strategic Development at Intertek Cristal / Checkpoint. With nearly three decades of experience, Jason has been instrumental in developing global safety and risk management solutions for the tourism and hospitality industry. His expertise spans health, safety, security, sustainability, and quality assurance, with a focus on technology-driven risk management solutions.

Jason created ECristal, an industry-standard online platform for tourism risk management used by thousands of hotels and leading tour operators. He developed SecurityCheck, a mandatory security standard for TUI and other major tour operators, particularly in high-risk destinations. Jason designed RoomCheck, a hotel hygiene and cleanliness standard adopted by major brands. He launched global safety and quality programs for Expedia, Club Med, Marriott, and Mandarin Oriental, and served as an expert witness in legal cases involving hotel safety, security, and crisis management. In addition, Jason led software development teams to create risk management platforms, both outsourced teams in India and an internal UK team. Jason is an adviser on industry technical review panels, working with organizations such as ABTA and FTO.



Paul Byard

Paul is a Professor of Practice, Associate Director - Centre of Excellence, Industrial Engagement Specialist, and Senior Lecturer with over 48 years of experience in the manufacturing industry.

He is an accomplished leader with a proven ability to understand and translate the “Voice of the Customer” into actionable strategies that drive innovation, sustainable growth, and organisational resilience. His expertise extends to fostering a culture of continuous learning and development, enabling businesses to thrive in dynamic environments.

Paul's career spans nearly five decades, beginning as an apprentice where he gained invaluable first-hand experience of the mechanics and technical challenges on the shop floor. This solid foundation propelled him into senior leadership roles, including Manufacturing Director, Business Development Director, and Chief Executive/Managing Director. His ability to operate seamlessly from the Boardroom to the shop floor has consistently delivered transformational results for organisations.

He brings extensive expertise in managing large-scale national and international projects, optimising supply chains, driving business turnarounds, and implementing growth strategies. Paul is also adept at leading cultural change initiatives to enhance organisational performance, ensuring resilience and long-term success in an ever-evolving industrial landscape.



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