

# U2B

UNIVERSITY TO BUSINESS

Winter '08



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**AWARD-WINNING  
GIRLI CONCRETE™**


**DATACTICS SECURES  
£1M FUNDING**


**MEDIA LIGHTBOX WINS  
SEEDCORN COMPETITION**

 **University of  
ULSTER**

BELFAST ■ COLERAINE ■ JORDANSOWN ■ MAGEE

COURSES 

RESEARCH 

WORKING WITH BUSINESS AND THE COMMUNITY 

# Welcome...

**We are living in an age of economic turbulence and are each affected by the financial slowdown. The University of Ulster recognises that we have a duty to support our client companies and portfolio of investments through the difficult times to emerge in a stronger position.**

The University can play a central role in supporting businesses and individuals with skills, advice, knowledge and know-how. For example, the Ulster Business School can improve leadership and management skills, our consultancy services can help improve company practices; and businesses can also engage through knowledge transfer programmes and work placements.

In addition, the University's Knowledge Club provides an opportunity to network with other businesses and relevant industrial experts. Mechanisms

such as FUSION and KTP can ensure supported access to the expertise and services that the University can provide.

The University is playing a lead role in providing expertise to over 40 companies through Invest NI's Innovation Voucher initiative. Further details are available from the Business Liaison team at the University, from Invest NI and via the Innovation Vouchers website – [www.innovationvouchers.com](http://www.innovationvouchers.com). Details of these initiatives can be found within the magazine.

The University of Ulster's engagements with Industry

continue to win plaudits. This edition includes details of awards for an innovative University spinout and success for University designers in New York, as well as success at the IDI Design Awards for industrial products in Dublin. You can also read how the University's expertise has helped a local company win the CEF Construction Excellence award.

This issue of the magazine includes details of the University's groundbreaking work supporting the Social Economy, following its recent commendation from Business in the Community for Supporting Economic Growth.

I would encourage anyone who would like to find out about any of the stories featured, or who is keen to engage with the University to see how it might help their business, to contact

our Business Liaison Office on 028 9036 8019 or email [enquiry@ulster.ac.uk](mailto:enquiry@ulster.ac.uk)

**Tim Brundle**  
Director of Innovation

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Front cover picture: Professor Ruth Morrow (right) and Trish Belford with a sample of Girli Concrete™ (see story below).

## Award Winning Girli Concrete™

**Business Profile**

**WHO:**  
Professor Ruth Morrow and Trish Belford, Directors, Tactility Factory

**EDUCATION:**  
Both educated to secondary level in Northern Ireland  
Belford: Diploma in Printed textiles – North East London Polytechnic (1981)  
Morrow: BSC(1986) and BArch (1st class honours-1989) University of Dundee

**CAREER:**  
Belford: 1986-2004, Director of Belford Prints; 1996, awarded Honorary Fellowship to The Royal College of Art; 2005, took up post as Senior Research Fellow, INTERFACE, School of Art and Design, University of Ulster.  
Morrow: Professionally registered Architect since 1990, practised in Belfast and Berlin; taught architecture in UK and Ireland; 2003, appointed Professor of Architecture, School of Art and Design, University of Ulster.

**Embryonic spinout company, Tactility Factory, scooped the top prize in the university section of the Big Idea! business competition. Tactility Factory, a collaborative project between Professor of Architecture Ruth Morrow and textile designer Trish Belford, has developed a range of products called Girli Concrete™.**

Girli Concrete™ is an innovative process that transforms concrete into an exciting and tactile material by embedding within it such delicate materials as linen, velvet and even pearls. The process also allows a unique 'stitched' surface to be developed that echoes the imagery of traditional lace production.

As Professor Morrow explains: "The work that we do has been a long time in development and undergone considerable testing but ultimately that effort allows Tactility Factory to push the boundaries – integrating hard surfaces and traditionally low technologies, with soft, delicate materials and more complex technologies such as laser

cutting, etching, flocking and digital printing."

Tactility Factory has secured a number of commissions, including one for a 7.5 metre long frieze for the entrance of the newly refurbished Playhouse in Derry. Its Big Idea proposal is to demonstrate a mass market interest in Girli Concrete™ to attract potential partners to licence the technology and process.

Professor Morrow continued: "We are absolutely delighted that the Tactility Factory has been successful in this award and that judges from around the world (Dubai, Mumbai, Beijing, Boston and Belfast) had such confidence in our 'Big Idea'. It's



a key moment in the development of Tactility Factory and a sign of the excellent support that we have had from Office of Innovation staff."

'The Big Idea!' awards were funded by InvestNI, the Department of Education and the Department for Employment and Learning and managed by the Northern Ireland Centre for Entrepreneurship, (NICENT). For more information on The Big Idea!, visit [www.thebigidea-ni.com](http://www.thebigidea-ni.com)

**If you have a project you would like to discuss, contact the Business Liaison Office, telephone 028 9036 8019 or email [enquiry@ulster.ac.uk](mailto:enquiry@ulster.ac.uk)**

## Knowledge 2B: Transferring Knowledge and Helping Business Grow



The University helps businesses to grow through two knowledge transfer programmes – Knowledge Transfer Partnerships (KTPs) and the cross border FUSION programme.

### JPM Contracts Ltd: Success in Challenging Times

Leading Dungiven-based construction company, JPM Contracts Ltd, teamed up with Ulster's Department of Marketing, Entrepreneurship and Strategy as part of a two-year Knowledge Transfer Partnership programme.



Mr Colum McNicholl (far right) receiving the CEF Construction Excellence Award

The venture involved developing a business strategy through the application of Absorptive Capacity Theory and Practice, based on future analysis, risk minimisation, increased customer satisfaction and effective people management.

The company has established and implemented a strategic and operational plan, which has been 'operationalised' through the application of Balanced Scorecard and Investors in People principles and theories. Evidence of the success of the KTP is quantified by a 30% increased inclusion on select supplier lists based on organisational capability, 30% increased tendering success, achievement of Investors in People and the Construction Excellence Award.

In turn these achievements have led to a 40% increase in turnover enabling profits to be increased by 35% over the KTP period. These improvements are exceptional

considering the recent downturn in the construction sector and the economy during the term.

Mr Colum McNicholl, Managing Director, JPM Contracts Ltd, said: "The KTP was an important mechanism for achieving future growth and profitability at this time of economic unrest. The company now responds innovatively to changing environments and has increased its competitive advantage within the volatile construction industry."



The University has completed over 100 KTP programmes. To find out how your business could benefit, please contact the KTP office, telephone 028 7137 5236 or email [ktp@ulster.ac.uk](mailto:ktp@ulster.ac.uk)

Knowledge Transfer Partnerships are typically funded by Invest NI and the Technology Strategy Board.

### Best in Show: Nutri-Science Ltd

Nutri-Science Ltd is an Irish 'nutraceutical' company which is currently developing innovative products with particular emphasis on veterinary, small animal and equine markets.

As part of the FUSION programme, Nutri-Science Ltd, in partnership with Terri McManus in Ulster's School of Art and Design, evaluated the existing marketplace and produced a strategic campaign to launch their new pet care products into the supermarkets and pet superstores.

As a result of the re-evaluation, the entire design, promotion and continual development of the products had to be addressed. This included:

- Re-branding of 'Pet Range' products
- Development of the online marketing web strategy
- Capability to generate in-house designs
- Structured archiving of entire company design assets and materials

Louise Grubb, Managing Director of Nutri-Science, said: "The FUSION programme has enabled Nutri-Science to focus investment and resources towards re-evaluating, designing and implementing an effective online presence, which

has become pivotal in promoting our business throughout potential EU markets. It has also provided Nutri-Science access to personnel within the University that would not be available to us normally."



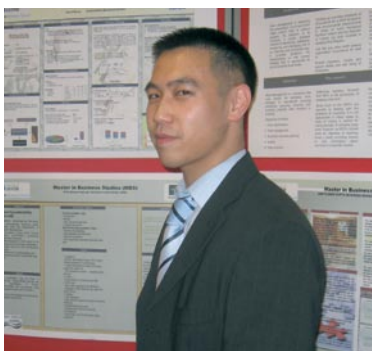
For further information on FUSION, please contact Dr Janet Johnston, tel 028 9036 8215 or email [j.johnston1@ulster.ac.uk](mailto:j.johnston1@ulster.ac.uk)

## 'Bright Sparks' Lighting up Social Economy

Over the past five years, as part of their Bright Spark Internship programme, Masters in Business Studies (MBS) students from the Department of Management within the Ulster Business School, have been working closely with numerous organisations from the social economy sector, to assist them in developing their organisational processes and practices.

This year alone eight students interacted with various social enterprises across Northern Ireland on a wide variety of projects. Projects included work with Blick Shared Studios, to assess their prospective market throughout Northern Ireland and investigation into the potential market for Music Theatre for Youth (MT4Y) within the Republic of Ireland.

Previous projects have also enabled organisations to gather together the information and documentation to successfully apply for ISO9001 accreditation, develop strategies to increase membership and review marketing strategies and plans.



Bright Spark intern and MBA student David Wong conducted a competitor analysis for The Orchardville Society

For further information about the Summer 2009 opportunities please contact Dr Paula O'Kane, telephone 028 9036 8836 or email pm.okane@ulster.ac.uk; or Nick Read, telephone 028 9036 8880 or email n.read@ulster.ac.uk.

## Colin Glen putting their Trust in Ulster

Colin Glen Trust, a Dunmurry-based social enterprise, has teamed up with the University through a Knowledge Transfer Partnership (KTP) programme to ensure its smooth transition to self-sustainability. It is one of the first social enterprises to use the KTP programme.

The Trust has developed the Colin Glen Forest Park into a major tourist attraction with over 260,000 annual visitors. Central to the Trust's goals is a desire to make a significant impact on the social, economic and environmental problems facing its local communities. To help to achieve this, it operates a number of social enterprises including Colin Valley Golf Centre, Woodland Café and Colin Valley Landscapes.

Kerry Thompson, from Ulster's Business Liaison Office, explains: "We aim to ensure that social enterprises are supported and can access mainstream programmes, including KTPs. Long-term sustainability is vital for social enterprises and the Trust is committed to reducing its dependence on grant aid by increasing its business income. The KTP will help them adapt and make this transition."

A key element will be the application of an appropriate project management model to



From left: Ken Frame, KTP adviser; Tim Duffy, CEO, Colin Glen Trust; Susan Gormley, KTP Associate; and Dean Coulter, Ulster Business School, and Vivienne Nash, KTP Office, University of Ulster

three planned social enterprises – a golf driving range, a hydropower plant and a five aside soccer centre."

Tim Duffy, Chief Executive of the Trust, said: "We look forward to our KTP Associate bringing skills from the business side to ensure a continual alignment of project objectives with business objectives."

This KTP was funded by the Technology Strategy Board and the Economic and Social Research Council.

For further information contact Caroline McCabe in the KTP Office, telephone 028 7137 5236 or email c.mccabe@ulster.ac.uk.

## Recycle for a Better Life

Local social enterprise, Extern Recycle, is working with a team from the University's School of Engineering, led by Dorian Dixon, to explore issues related to utilising materials extracted from flat screen monitors at the end of their life. The social enterprise secured the support of the University through the Invest NI Innovation Voucher initiative.



The initiative was launched in June and enables companies to apply for a voucher worth £4,000 and then use it to 'purchase' expertise from local knowledge providers including the University of Ulster (see page 5 for more details).

Extern Recycle, Mallusk, works with homeless people and other disadvantaged groups to support them into employment by providing work experience, training and

qualifications in the waste management industry. Extern Recycle also provides a full asset recovery service.

Paul Rooney, Director of adult services at Extern Recycle, said: "The Innovation Voucher initiative is a great opportunity to access intellectual expertise in research and development, which will improve the production and capacity of our social enterprise."

For further details on working with the University through the Innovation Voucher initiative, please contact Kerry Thompson, Business Liaison Office. Email: k.thompson@ulster.ac.uk, telephone 028 9036 8603

## Calling all Small Businesses: Innovation Vouchers

If you are a small registered business in Northern Ireland there has never been a better time to access innovation expertise and support from the University of Ulster. Earlier this year, Invest NI launched its three year Innovation Voucher initiative with a budget of £900,000.

Small businesses can apply for Innovation Vouchers up to a maximum value of £4,000 (€5000 for companies from the Republic of Ireland through the Enterprise Ireland Scheme of the same name). Vouchers can then be redeemed against the cost of practical advice and expertise on specific operational projects from a range of specialist knowledge providers across Northern Ireland and the Republic of Ireland.

The Initiative was only launched in June but already over 40 businesses, including three from the Republic of Ireland, have been matched up to academics from Ulster to work on innovation projects.

The next call for applications will be in February 2009 and the call will be open for a month.

Participating companies who have already partnered with the University to use their voucher include Cutting Industries in Dunmurry, looking at automating manual processes; Festina Lente Foundation in Bray, Co Wicklow, exploring a new business model; Abacus Professional Recruitment in Belfast focusing on new media technologies; and CET Ltd, Dromore, investigating cryotherapy research. In our next edition of U2B, we will explore some of the innovation projects in more detail.



For further details on accessing the University of Ulster's expertise through the Innovation Voucher Initiative, contact Kerry Thompson in the Business Liaison Office, email [k.thompson@ulster.ac.uk](mailto:k.thompson@ulster.ac.uk), or log on to [www.innovationvouchers.com](http://www.innovationvouchers.com) or [www.enterprise-ireland.com/innovationvouchers](http://www.enterprise-ireland.com/innovationvouchers).

## Having a Whale of a time at Design Awards

An innovative marine product designed by a University academic from the School of Creative Arts at Magee, and local company Whale (Munster Simms Engineering), has scooped top prize at the 2008 IDI Design Awards.

Stephen McGilloway, a Lecturer in Product Design, worked in conjunction with Eddie Gilmore, a Senior Design Engineer from Whale, to develop the product from concept proposals through to final production. The 'Twist' Deck Shower, manufactured at the company's Bangor plant, was the overall winner in the Industrial Products Section of the Competition, and was also nominated for the IDI Grand Prix Award.

This is the second award in quick succession that Stephen has picked up, having recently won the Lifestyle Innovation Award at New York Pet Fashion Week 2008 with local company Hugx. Known together as BigSmall Design, Stephen works in partnership with Justin Magee, a Senior Lecturer in Product Design from the School, as product consultants for UUTech Ltd, the commercial division of Ulster.

## Datactics Secures £1 million Funding

Datactics, a leading provider of data cleansing and reporting solutions, has successfully closed a major investment round that will help spearhead the company's expansion and deeper penetration into key sectors globally. The £1million funding comes from the Viridian Growth Fund, managed by Belfast-based Clarendon Fund Managers, and Icelandic venture capital firm Thule Investments.

Originally a tenant at Ulster's Synergy e-Business Incubator, Datactics first received investment support from the University's technology venturing company, UUTech Ltd, in 2003, alongside local business angel and venture capital investors.

Thule Investments' principal, Sigurður Sævarsson, outlined his confidence in the superior capabilities of the Datactics solution, saying: "This is clearly

a product that has already pushed the boundaries of people's expectations by spanning many different types of data and handling different character sets. It is truly a multinational solution which is already reaping huge benefits for Datactics customers throughout the world, including very recent customer wins in Hong Kong and Russia. We look forward to being part of this next dynamic stage of growth."



From left: John Mulcahy, Chairman, Datactics; Sigurður Sævarsson, Principal, Thule Investments; Jon Brooks, CEO, Datactics; and Neil Simms, Finance Director, Clarendon Fund Managers



To find out how Ulster can help your business, contact the Business Liaison Office, telephone 028 9036 8019, email [enquiry@ulster.ac.uk](mailto:enquiry@ulster.ac.uk) or visit [www.ulster.ac.uk/oi](http://www.ulster.ac.uk/oi)

## EyeSpyFX wins Orange 'Best of' Award

EyeSpyFX, a University of Ulster spin out company specialising in Mobile Content and Technology, has scooped an Orange 'best of category' award in the Utilities section of the Orange Application store.

Their flagship product, PhoneStreamFX, will be profiled to all Orange country managers and will be featured at the Cape Canaveral Orange Partner Camp. PhoneStreamFX is a Java application for Mobile Phones that enables users to view home webcams.

Anthony Hutton, company founder and senior lecturer, industrial design from the School of Creative Arts, will attend the Cape Canaveral event, compliments of Orange, and will use the platform to promote new EyeSpyFX products including a number of iPhone applications.

## The Hub of Coleraine

Ulster has been appointed as external advisors to the Coleraine Rural and Urban Network (CRUN). The Network was established in 1999 by a group of concerned community activists who felt that there was no method of sharing skills, experiences and mapping what already existed within the Borough of Coleraine.

CRUN was recently awarded a significant grant by the Department for Social Development, through their Modernisation Fund, to build a new community hub for the Borough of Coleraine.

Ann McNickle, CRUN Project Manager, said: "This is an exciting time for all the groups concerned and we look forward to delivering a very

high standard of work in a tailor-made and modern facility."

Leading the project on behalf of Ulster are Chris McLean and Dr Norry McBride from the Department of Business, Retail and Financial Services. The programme will place particular priority on access to services and facilities for disadvantaged children and young people.



From left: Chris McLean, University of Ulster; Ann McNickle, CRUN; Dr Norry McBride, University of Ulster; and Derek Powell, CRUN

## Health by Design

An international design collective, including Ulster colleagues from the School of Creative Arts, is working on the design of innovative products for the health sector.

The project is supported by the Higher Education Innovation Fund and has also received sponsorship from Letraset.

The project included a programme of events, including a problem identification think-tank hosted by Michael Thomson of Design Connect and President of the Bureau of European Designers Associations.

Ten clinical staff from the University of Ulster and three from regional health trusts worked towards clearly defining a range of critical issues in the health sector. The results of this dynamic

workshop informed nine project briefs, three of which were then developed by a leading design team with international experience, including: Alan Birch, Coventry University & Birch Associates; Michael Evason, Evason Product Design; Mark Porter, Dubarry Shoes; and Justin Magee and Stephen McGilloway, BigSmall Design consultants for UUTech Ltd from the School of Creative Arts.

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creative opportunities



## Clinical Research at C-TRIC

The Clinical Translational Research and Innovation Centre (C-TRIC) is a unique centre promoting and facilitating translational and clinical research. The primary objective of the Centre is to reduce both the time to market and the costs associated with research and development of innovative health technologies, medical devices and therapeutics.

Based at Altnagelvin Hospital in the city of Derry, the facility supports a vibrant and growing biotechnology cluster as well as representing an ideal access point for US-based biotechnology and medical device companies to navigate the European regulatory compliance process and to explore access to wider European healthcare markets.

In addition, commercial opportunities will be created within this unique infrastructure, facilitated by key staff, employed within the facility, to develop and exploit partnerships between academic researchers, clinical practitioners and industry.



For further information please contact Barry

Henderson, Business Development Manager, telephone +44 (0)28 7137 5564 or email [bp.henderson@ulster.ac.uk](mailto:bp.henderson@ulster.ac.uk)



## Coming out of the Dark

**NOCTURNAL, Night Optimised Care Technology for Users Needing Assisted Lifestyles, is an exciting new research project designed to address the needs of people at the early stages of dementia, specifically to provide therapeutic support and guidance during the hours of darkness.**


The University's TRAIL (Technologies for Rurality, Ageing and Independent Living) lab is working in partnership with FOLD Telecare, and the project is supported by the UK Research Councils in conjunction with the Technology Strategy Board under the Assisted Living Innovation Platform (ALIP).

TRAIL has adopted the concept of 'living labs', where people are placed at the very centre of service and product development and innovation and is the first of its kind in Northern Ireland.

Kevin McSorley, head of FOLD Telecare, said: "FOLD is fully committed to working with the University, in this project and in others, in researching, and further developing applied technology which will improve the quality of life for people with dementia and those who care for them."

**FOLD**  
*TeleCare*



 **To find out more about TRAIL, tel 028 9036 8918, email [trail@ulster.ac.uk](mailto:trail@ulster.ac.uk) or visit <http://trail.ulster.ac.uk>**

## As easy as ABC

**ABC Nutrition Ltd is working with Ulster as part of the Intertradelreland FUSION programme. The University will assist the company in bringing a range of new weight management products to market in 2009.**

ABC Nutrition Ltd, established in December 2006, entered the Irish and UK sports and exercise market as a contract and branded (Complete Supplements) manufacturer of nutritional powders, and is now diversifying into spray vitamin products for the European market.

The company is also investigating a suitable business model for their nutritional powder and spray vitamin businesses in conjunction with the University.

Willie Wixted, Co-Founder and Director of ABC Nutrition Ltd, said: "Being able to access the resources available at the University is of major

significance for the growth of our company. It can be difficult for a small start-up company to gain the knowledge and insights available on the University campus. That gap is very successfully being bridged by Peter Mitchell and his team from the School of Biomedical Sciences and we look forward to further developing our relationship with Ulster in the year ahead."

 **For further information on FUSION, please contact Dr Janet Johnston, tel 028 9036 8215 or email [j.johnston@ulster.ac.uk](mailto:j.johnston@ulster.ac.uk)**

## Greenshoots Company is Best in Ireland

**A company based in the Greenshoots Incubation Centre, Newry, has been named 'best emerging company' at the InterTradeIreland All-Island Seedcorn Business Competition, with an award of €50,000. The company, Media Lightbox Ltd, has become the first Northern Ireland company to win at the coveted all Ireland awards, beating off stiff competition.**

Media Lightbox has developed an innovative web-based media asset management solution for storing and sharing media files. These may take the form of images, video, audio, PDF print marketing collateral, vector files, presentations, documents, fonts or 3D models. They have already built an impressive client list ranging from corporate giants such as Vodafone to leading marketing and PR agencies such as Cybercom and Spirit Marketing Group.


Commenting on the win, Greenshoots Centre Manager, Kieran Fegan said:

"This is a great win for the Directors of Media Lightbox, for Greenshoots and for Northern Ireland. Media Lightbox is a perfect example of the type of knowledge-based company we can work with in Greenshoots. We provide an orchestrated range of services including advice and mentoring, high specification office space with meeting and reception facilities, access to technological academic resources and expertise and access to funding networks."

Greenshoots is a collaborative initiative between the University of Ulster and the Southern Regional College.



**From left: Media Lightbox Directors Cecil Hetherington and Shane Meehan; Anthony Kieran, Chairman, EquityNetwork; Dr Gerard O'Hare; and Irish Minister for Trade and Commerce, John McGuinness TD**

 **For further information contact Kieran Fegan, tel 028 3026 5402, email [info@greenshoots-newry.com](mailto:info@greenshoots-newry.com) or visit [www.greenshoots-newry.com](http://www.greenshoots-newry.com)**

## Epicentre of the North West

EpiCentre has been in existence for just four years and in that short time has made an enormous positive impact on economic regeneration in the North West cross border area, assisting over 120 companies ranging from micro-businesses with one or two employees to major multinationals such as Seagate.

Led by the University, EpiCentre is truly unique in that it is a collaborative cross border venture bringing together local industry with the three further/higher education institutes in the region – University of Ulster at Magee, North West Regional College and Letterkenny Institute of Technology. The core work of the centre is to provide local companies with hands-on support in product design and manufacture, supervised access to equipment and knowledge transfer.

- Sensor technologies including wireless sensors
- Programmable Logic Controllers (PLC) systems
- Robotic applications
- Software design specialising in embedded systems, Field Programmable Gate Array (FPGA) and Programmable System-on-Chip (PSoC)
- Intelligent Systems design and development

Examples of the type of assistance provided to companies include:

- Printed Circuit Board (PCB) design and manufacture
- 3D design and Rapid Prototyping using our 3D Printers
- Telecommunications, including wireless technologies such as WiFi, RFID, Zigbee



**For further information visit our website or contact Malachy McElholm, telephone +44 28 7137 5189, email m.mcelholm@ulster.ac.uk or log on to [www.epicentreireland.com](http://www.epicentreireland.com)**

## Creativity in Mobile Environments

The University will host **ISEA2009, the 15th international Symposium on Electronic Art from 23 August to 1 September 2009 across Northern Ireland.**

The event will generate a showcase for creative businesses working in the area of digital content production and

technologies. It offers the opportunity for exchange with leading international creative professionals: artists, designers, scientists, engineers, academics and representatives from industry and businesses. The main theme for ISEA2009 is Engaged Creativity in Mobile Environments.

To get involved in the Symposium, please log on to [www.isea2009.org](http://www.isea2009.org)

### CONTACT DETAILS

The Business Liaison Office is your gateway to the University of Ulster. Contact us with any business enquiry.

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## People in Focus



Back row, from left: Michele Rusk and Jennifer Cook with placement student Niall Dunleavy. Seated, from left: Dr John MacRae and Caroline McGoran

Dr John MacRae has been appointed as Commercialisation Executive within the Office of Innovation. A native of Larne and educated at the University of Ulster and University of Aberdeen, John joins the University after many years experience of the commercialisation of research outcomes.

John's contact details are email [j.macrae@ulster.ac.uk](mailto:j.macrae@ulster.ac.uk) or telephone 028 9093 0007.

Caroline McGoran has recently been appointed as Technology Commercialisation Executive within the Office of Innovation. Based at the Coleraine campus she will focus on the management of technology and intellectual property commercialisation, principally within the Faculty of Life and Health Sciences.

Caroline's contact details are email [c.mcgoran@ulster.ac.uk](mailto:c.mcgoran@ulster.ac.uk) or telephone 028 7028 0070.

Jennifer Cook has recently been appointed as one of the Office of Innovation's Technology Commercialisation Executives based at the Jordanstown campus. Jennifer has a background in the life sciences and will be responsible for managing a portion of the University's portfolio of intellectual property.

To contact Jennifer, email [j.cook@ulster.ac.uk](mailto:j.cook@ulster.ac.uk) or telephone 028 9093 0011.

Michele Rusk has been appointed as Consultancy Executive at the Office of Innovation. Formerly a member of staff at the Ulster Business School, she is a Fellow of the Chartered Institute of Marketing with expertise in new product and market development for international markets; and government strategy and policy development.

Michele's contact details are email [mu.rusk@ulster.ac.uk](mailto:mu.rusk@ulster.ac.uk) or telephone 028 9093 0012.