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STRATHCLYDE BUSINESS SCHOOL

University of Strathclyde Business School

Global Practitioner Bios – 26/27

www.strath.ac.uk/business

MURRAY COOK

Murray works in the strategy and scenario space helping leaders across sectors to reflect upon the future and what it means for their current strategy and Leadership approaches. He has worked as a consultant for many large organisations across the globe including telcos, startups, health systems, governments, regulation and infrastructure amongst others. This brings an understanding of cultural differences, how to facilitate these and practical approach to strategy development based on rigorous theoretical understanding.
Recent work has been on energy transition, digitisation strategy, investment approaches and policy formulation as well as strategic responses to the fast-changing world. In the consulting and corporate world Murray has led a number of large-scale complex, transformation strategies and has deep experience of navigating stakeholders and partners.

His work at Strathclyde Business School as Global Practitioner has covered Strategy in Practice, the Systems Thinking Apprentice Programme, and MBA supervision amongst other activity, helping cohorts to navigate complex environments. At Strathclyde he also supports the commercial development strategy.

Murray is the Head Tutor for The Oxford Executive Strategy Programme and tutors on the Executive Leadership Programme. He is an alumni of The Oxford Executive Development Programme and The Scenario Programme where he facilitates, he has also been the lead assessor for The Strategic Alignment Programme learning with the cohorts how Purpose drives strategy.

As well as working on "wicked" problems Murray has been involved in Continuous Improvement Leadership introducing new approaches to how to solve "technical" problems in operations and manufacturing. Murray runs a philosophy programme for children, a sustainable food programme and access to education programme.

SHARON COOKSEY

Sharon qualified as a veterinary surgeon and took up a Houseman position at the Royal Vet College Large Animal Department. She remained at RVC as a Resident, before moving to a mixed practice in North Yorkshire. An affinity for equine work led to a move to Derbyshire to grow the business of a new equine hospital, referral and first opinion practice. After 5 years, a move to a larger practice in County Durham enabled Sharon to undertake more advanced surgical techniques and work with more elite equines, remaining at this practice for 10 years. Since leaving full-time practice undertaking locum and charity volunteer work has kept her knowledge and skills current.

In 2007, Sharon moved into the animal healthcare industry providing technical support for marketing and sales teams. Over the next decade she held management positions in MNCs, including marketing, product management, sales, and team leader roles. She also worked within the corporate veterinary practice industry, managing large equine practices at various stages of acquisition. A significant (and best!) part of all her roles has been teaching/training, coaching and support for customers (vets, vet nurses and animal owners), students and colleagues.

In 2020, Sharon gained an MBA with distinction at the University of Liverpool. Having caught the 'research bug' she returned to the University of Liverpool Management School in 2021 to undertake PhD research. In April 2022, she was awarded a PhD studentship by the NWSSDTP/ESRC to complete the work which aimed to understand the paradox of being a high achiever (i.e., why so many seemingly successful high achieving working adults suffer such extreme levels of poor mental health) and how mental health in these individuals is best supported. The final thesis was submitted in July and will be examined by viva in October 2026.

Sharon was appointed to the Judicial Panel of the British Horseracing Authority in June 2026 as a specialist member.

In her spare time, like most vets, Sharon cares for a motley crew of animals on a smallholding in beautiful Teesdale in County Durham ... decorating the odd cake and trying to finally complete the renovation of the farm started over 20 years ago!

MAIREAD FERNANDEZ-MCCANN

Mairead Fernandez McCann, Chartered Management Consultant (ChMC), currently works in the UK PwC Consulting Practice. She specialises in leadership, transformation and delivery.

She started her career in the Capgemini Ernst & Young Management Consultancy Graduate programme and was awarded the Gold Cup for Best Consulting Team. She was headhunted by PricewaterhouseCoopers (PwC) to join their Programme, Portfolio and Projects Advisory team where she worked in Investment Banking and Government programmes. She left PwC to work for the United Nations Operations for Project Services (UNOPS) in Denmark where she advised on developing the UNOPS Management Advisory Services.

Mairead holds degrees from the University of Cambridge, University of Glasgow, University of Edinburgh and Queens University of Belfast across International Relations, Science, Technology, International Commercial Law. She obtained full scholarship to study International Business at Eckerd College, Florida, USA and studied at the United Nations in New York. She is a Fellow of the Institute of Consulting (FIC), Institute of Leadership and Management (FInstLM) and Chartered Management Institute (FCMI). She is a Chartered Management Consultant (ChMC) and a Chartered Manager (CMgr) of the Chartered Management Institute (CMI). She is a member of the Chartered Institute of Personnel and Development (MCIPD), Chartered Institute of Purchasing and Supply (CIPS), Chartered Institute for IT (MBCS), Association of Project Management (MAPM) and is a Practitioner with the Institute of Environment Management and Assessment (PIEMA). She is also a Fellow of the Highter Education Academy (FHEA).

ARLANE FLEMING

Arlane is a commercial strategist and consultant operating across the private and public sectors, specialising in the aviation industry.

With a leadership background across a diverse array of commercial portfolios, she is MBA and PhD qualified and Prince2 certified. This perfectly places her at the intersection of strategy and execution.

As a skilled facilitator of executive strategy workshops, she has a particular expertise in bringing together multi-level and multi-disciplinary teams to collaboratively navigate complexity.

Outside of her consultancy work, she serves as a Director and Vice Chair of one of Scotland's largest development trusts, focusing on community regeneration, economic development, and social improvement.

ALLAN GOWANS

Having a 25-year career in Manufacturing supporting Aerospace, Defence and Space industries, Allan occupied a number of senior positions globally with Rolls-Royce. There after Allan moved into Private Equity serving as Board Director within the defence manufacturing sector. Allan is currently a Director with Teledyne Technologies Incorporated and Global Practitioner in Operations and Project Management in the Department of Management Science within Strathclyde Business School. Prior to this, Allan supported the University with a number of guest lectures.

Allan is currently studying a PhD with a research focus on how competitive forces shape the theory of ecosystems. His research approach is to link theory to practice and provide a practical application of industry theory. From a supervisory perspective, he is keen to work with students who are looking to apply theory into practice within industry.

NADA KHORCHID

Nada is the Founder and CEO of Lead For Impact, a leadership development and executive education and coaching firm working with leaders and organizations across North America, the Middle East, and Europe. She brings over 20 years of executive leadership experience in the technology industry, including roles as CEO and COO, with a strong track record of transforming organizations, driving growth, and fostering high-performance cultures across MENA, Gulf, and Western markets. She works at the intersection of business strategy and human potential, creating environments where leaders and organizations co-envision, co-create, innovate, and grow. As adjunct faculty, she brings this real-world executive experience into the classroom, bridging theory and practice through rigorous, experience-based learning that challenges assumptions and expands leaders' thinking.

Areas of Focus

- Leadership Development
- Women's Leadership
- Entrepreneurship
- Building High-Performing Teams

Academic Qualifications

- MBA, University of Strathclyde, Glasgow, UK (2017)
- BSc Computer Science, American University of Beirut (1996)
- Fellow, Higher Education Academy (Advance HE, UK)

GAVIN MARLEY

Gavin is a management consulting leader with over 20 years' experience advising organisations on strategy, transformation and technology with a particular focus on the consumer, retail and hospitality sectors.

Since joining Cognizant in 2023, Gavin has led the UK & Ireland Consumer and Retail Consulting Practice, working with senior executives to shape business strategy and deliver large-scale transformation programmes. Over the past three years, he has focused on building the practice and leading AI-enabled business transformation.

Prior to Cognizant, Gavin spent nine years at Boston Consulting Group (BCG), advising clients on growth strategy, value creation, digital transformation, operating model design, cost optimisation and supply chain transformation. He has worked across four continents and multiple sectors, including retail, consumer goods, financial services, private equity and the public sector.

Gavin holds a degree in Economics, an MBA from Strathclyde Business School, and a Master's degree in Major Programme Management from the University of Oxford.

DOUGLAS MCIVOR

Douglas is currently a management consultant with AlixPartners where he helps businesses overcome complex engineering, operational and supply chain challenges.

He has more than three decades of experience, including 14 years working in and advising Aerospace and Defence organisations. He guides businesses through sustainable turnarounds by way of supply chain and operations strategies, operating model design, layout optimisation, cost optimisation, M&A, organisational design and capability development, and outsourcing. His clients benefit from his roles and expertise in the areas of engineering, supply chain and operations in industrial business in addition to major consulting organisations, where he applied his experience and rigor to drive sustainable value.

Douglas plans to share this experience with students through his role as Global Practitioner.

Douglas has an MBA from the University of Edinburgh.

DANIEL MILJEVIC

Daniel works as a consultant in industry, alongside working part-time for Strathclyde as a Global Practitioner (GP).

He has worked in 4 continents across the globe, including the UK, USA, South America and over a decade in China. He's worked across multiple industries, including in IT, manufacturing, mining, oil & gas, non-profits, education, alongside having setup his own businesses. Currently Daniel is an independent consultant specialising in data analytics, portfolio and project management, global procurement, digital supply chains, and cross-cultural leadership.

Daniel did his MBA at Strathclyde Business School, currently teaches / delivers on the University's flagship MBA programme and continues to support Masters / MSc modules upon request.

BRIAN MOONEY

I am a Global Practitioner teaching the Strathclyde MBA modules in leadership, strategy, and consulting. My professional background is in management consulting, where I have 30+ years' experience as a strategy consultant and interim manager.

I founded Effectus Research in 2010 and have grown the business to serve a large number of global clients, working with expert associates and academic colleagues. I now specialise in strategic thinking, helping clients apply methods and tools based on critical reasoning to support decision making and governance.

In 2026, I will deliver a new MBA elective, *Strategic Thinking, Language and Reasoning*, designed to develop strategic judgement by teaching participants to think, communicate and reason like global strategists.

IAIN MORRISON

Iain is a Non-Executive Director and commercial strategist based in Edinburgh, with extensive international experience in business development, strategic growth, and digital transformation. He has led and advised on commercial initiatives across a range of sectors, including health, logistics, aviation, education, media, and law enforcement, with a particular focus on aligning innovation, market opportunity, and long-term value creation.

Alongside his board and advisory work, Iain is a Global Practitioner with Strathclyde Business School, where he supports Strategic Leadership Development on the MBA programme. He is also a member of the Strathclyde Business School Commerciality Taskforce, supporting initiatives that strengthen the translation of academic research into commercially viable opportunities, deepen industry engagement, and improve pathways from innovation to market.

He also serves as a Non-Executive Director with MyEmploy, providing advisory support on the development of the company's technology platform and commercial proposition. In addition, he delivers entrepreneurial workshops focused on Value Proposition and Business Model Canvas development, facilitates mapping workshops in support of Strathclyde's industrial clusters, mentors SME founders, and contributes as a panellist for programmes including Inspire, Converge, and EDGE.

Iain previously spent 17 years in the Middle East, working across Kuwait and Dubai in a series of senior business development roles. He ultimately served as Group Business Development Director for a Kuwaiti family-owned business with turnover of $4 billion, where he led the development of new ventures and negotiated strategic partnerships across construction, automotive, telecoms, hospitality, oil and gas, and real estate.

Throughout his career, Iain has worked with multicultural teams across six continents, helping shape business concepts from early development through to commercialisation and profitability. His experience sits at the intersection of strategy, innovation, and execution, with a strong track record in partnership development, market creation, and business transformation.

MAYA MOUSSLY

Advertising. Brand strategy. Academia. Executive advisory. Maya Moussly has built a career across every discipline marketing, branding, and communication have to offer.
Two decades of brand and marketing strategy across the Middle East, working inside global advertising agencies alongside international brands and government organisations that defined how this region positions itself to the world.

In academia, Maya has taught over 3,000 students across undergraduate and postgraduate programmes at universities in the UAE. With Strathclyde Business School for the past 19 years, first as a Local Counsellor on the MBA programme and for the past four years as a Global Practitioner, she has worked to close the gap between industry thinking and academic rigour across the region.

Today she works as a Brand and Business Strategist at the intersection of marketing and executive education. Her clients are executives who know their subject deeply but have not yet made it visible, founders whose marketing thinking has been outgrown by their business, and leadership teams navigating a positioning question they cannot quite articulate. The work is always the same: surfacing what is getting in the way of clearer thinking, then translating that into sharper decisions, stronger presence, and a brand that moves the business forward. She holds a master's in strategic marketing management with a research focus on destination branding, is a member of the Chartered Institute of Marketing, The Marketing Society, and is a Higher Education Academic Fellow. She sits on the boards of Strathclyde's Entrepreneurship Advisory Board, the International Advertising Association, and the Dubai Lynx Academic Advisory Board.

Her philosophy: knowledge is freely available; application is where clarity and learning happen. Whether consulting with organisations, executives, or students, she helps them think differently to act more clearly.

KIERAN PHELAN

Kieran has spent over 20 years at senior level across several multinational organisations, most recently leading the sustainability and compliance agenda for one of the world's most premium distilling businesses. He now works as an independent consultant, supporting start-ups and growth-stage businesses across the UK and Ireland in sustainability, regulatory compliance, and operational excellence.

His technical background spans environmental excellence, safety culture, risk and crisis management, and governance across sectors including chemicals, high technology, banking, biotechnology, and premium spirits. He has served as a board member and on a number of external advisory committees and has been instrumental in the development and start-up of several world-class manufacturing facilities.

Beyond his consulting work, Kieran has developed a strong interest in the strategic implications of artificial intelligence and emerging technology, working with organisations to build the mindset and capability needed to navigate the current wave of change. This increasingly informs his teaching on the Strathclyde Business School MBA, where he contributes as a Global Practitioner.

Initially graduating as a chemist from the University of East Anglia, with research at the University of Leiden, Kieran holds postgraduate qualifications in Environmental Business Administration and International Occupational Health and Safety. He was among the first cohort to graduate from the Strathclyde Business School MBA, specialising in luxury brand management.

Outside work, he is a keen motorcyclist and hillwalker, and tracks developments in AI, space exploration, and the broader technological frontier — driven by a belief that understanding the pace of change is one of the most valuable things a leader can do right now.

LESLIE RANCE

Leslie is a versatile business leader with extensive international experience, primarily in the mining and consumer goods industries. Somewhat uniquely he's held a range of executive positions, including in General Management, Corporate Strategy and Planning, Information Technology, Public Affairs and Human Resources. Leslie now works as a strategy consultant, business advisor and executive coach. Beyond business he serves on several boards in the charity and sports sectors, namely as Vice Chair of Foundation Scotland, Vice Chair of United Kingdom Community Foundations and Independent Chair of British Lacrosse. Over the years Leslie has earned Fellowships with the Aspen Institute Global Leaders Network and the Africa Leadership Initiative focused on values-based leadership, and with the Material Change Institute focused on venture capital formation for under-served communities. He has an MSc in International business with Law, and a Diploma in Corporate Governance, both with distinction.

PAULINE REAY

Pauline is currently the Head of Change Consultants at AptumX, a Digital Twin change platform that revolutionises the way leaders view and reimagine how their businesses' can operate and perform. She is a management consultant with 25 years of experience delivering innovation and change initiatives both locally and internationally.

Pauline thrives on working collaboratively with all stakeholders by engaging and enabling them to shape the purpose, culture and capabilities needed to fulfil business potential and make them future ready organisations. She has implemented the rollout of ERP systems across many industries including aviation, finance, pharmaceuticals and telecoms.

She holds an MBA from the University of Strathclyde Business School and is a Global Practitioner in Digital Transformation and Technological Innovation.

Pauline is passionate about supporting the wider community. She is a Non-Executive Director for Advice Direct Scotland, a knowledge hub that offers advice to the most vulnerable people in Scotland. She also provides and gains rewarding experience as a Mentor for MCR Pathways and drives the Tech for Good initiative for a refugee charity in Glasgow.

WOLFGANG SACK

Wolfgang completed his studies with the award of the Diplom-Ingenieur (BA) – equivalent to a BSc today – in Applied Computer Science and worked in Germany before setting out on an international career with employments in Indonesia and the United Arab Emirates across the Telecommunication Solution Providers including Alcatel, Logica / LogicaCMG / Acision, WDSGlobal, Empower Interactive, Neustring (now part of Yaana Solutions), Gemalto (now part of Thales), Redknee (now Optiva) and Mavenir. In 2024 Wolfgang embarked on paramedic apprenticeship as a career change. His greatest business passions are Entrepreneurship and PreSales.

Wolfgang was awarded the MBA degree by Strathclyde Business School in 2012. From 2013 to 2019, he was a member of the Strathclyde UAE Alumni Management Committee. In 2017, Wolfgang contributed to the foundation of the Strathclyde University Entrepreneurial Advisory Board (SUEAB). As part of the Strathclyde MBA programme, he used to deliver in the role of Local Counsellor at SBS Dubai Learning Centre in the modules 'Analytical Support for Decision Making' and 'Operations Management'. In 2020 Wolfgang embarked on the Strathclyde DBA Programme in 2020. Due to change of circumstances, he exited in 2025 with a M.Sc. in Practitioner Research in Business Administration.

Wolfgang is keen to hear from, and support, emerging Strathclyde entrepreneurs from the Telecoms & IT as well as from pre-hospital emergency care sectors. His experience can provide guidance around the commercialisation and international implementation strategies for emerging businesses.

DR WASEF SHAKAA

Dr Wasef Shakaa is a technology and business executive with more than 27 years of international leadership experience spanning financial technology, aviation, venture capital, manufacturing, technology, and FMCG industries. He currently serves as Chief Operating Officer at ZagTrader, a leading provider of multi-asset trading, brokerage, custody, and wealth management solutions serving financial institutions across the Middle East, Africa, Europe, and Asia.

Wasef holds a Bachelor of Engineering in Computer and Communications Engineering from the American University of Beirut, an MBA from the University of Strathclyde, and a PhD in Management Science from the University of Strathclyde. His doctoral research focused on making strategy, and the role of gamification in enhancing organizational engagement and outcomes.

Throughout his career, Wasef has led large-scale business transformation, growth, and operational excellence initiatives. Prior to joining ZagTrader, he served as Group Director of Information Technology at National Food Products Company (NFPC), one of the UAE's leading FMCG organizations, where he spearheaded strategic digital transformation and enterprise modernization initiatives. Earlier, he co-founded and led Eltete Middle East, a manufacturing company specializing in sustainable transportation packaging solutions.

His previous leadership roles include Strategic Accounts Director at Honeywell Middle East, Commercial Director at Dubai Projects, Area Sales Manager at Siemens Airport Logistics, and various management positions at SITA, where he led operations, business solutions, and customer engagement initiatives across multiple markets.

Wasef's expertise lies at the intersection of strategy, technology, and organizational transformation. He has successfully led initiatives focused on digital transformation, artificial intelligence, cybersecurity, analytics, Industry 4.0, enterprise systems, and business process re-engineering. He is particularly passionate about translating emerging technologies into measurable business value and enabling organizations to build sustainable competitive advantage.

Alongside his executive responsibilities, Wasef is an educator, researcher, and mentor who enjoys bridging academic insight with practical business application. He regularly contributes to executive education and professional development programs, helping leaders navigate strategy execution, innovation, digital transformation, and technology-enabled change.

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