

Friday, 2 March 2018, Nurturing industry collaboration, UWA online news
Mr Mark Stickells (Chair of the ASC Board)

University News

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Mark Stickells, Director of Business Development and Head of the Innovation and Industry Engagement (IIE) team, is the first of his family to graduate from university and this has led to a rewarding career at UWA spanning almost 25 years.

Having been part of many changes at UWA over this time, he believes the University has continued to evolve and maintain its relevance in our changing world.

Heading up the new specialised team, they will provide a welcoming and visible doorway to our University for potential industry and government research partners.

Formerly the Director of UWA's Energy and Minerals Institute, Mark's engagement across the University has widened to support other areas of strength including agriculture and oceans.

"IIE's focus is broader than energy and minerals, we will also identify emerging opportunities in defence, health and creative and digital industries," he says.

He acknowledges the digital disruption has changed the landscape for industry globally, but says this creates new opportunities for the University and industry to work more closely than ever before.

"At UWA we are embracing this environment and our new team is adept at managing corporate engagement and developing partnerships.

"We provide a responsive point of contact that will help match a company's needs to our research and education expertise at UWA.

"There are many steps to the partnership process beginning with an introduction, a scoping session, thought leadership events, hosting sessions, proto-type projects, student placements and development of short courses.

"Over time this engagement helps build a relationship of trust and loyalty and creates the conditions for impact that are increasingly used to drive funding and investment decisions in our sector.

"Ultimately companies partner with us because they believe we can help them achieve their goals through access to talented staff and prospective graduate employees. Our researchers are increasingly playing key roles in developing new and efficient products that increase a company's revenue and make them more competitive in the global market.

"If we continue to respond nimbly to the opportunities and challenges of today, this will allow innovation to flourish and the entire community will reap the benefits," Mark says.

Mark has over 15 years of multi-sector partnerships with joint ventures and industry. He was the CEO for an oil and gas industry/research alliance and a Commercial Director of a national agricultural Cooperative Research Centre.

Additionally, his engagement with joint-venture boards and advisory groups brings deep government and industry networks to UWA. In early 2018 he was appointed Chair of the Board for the All Saints' College.

Personally, he draws inspiration from his Uncle, Gerry Stickells who broke new ground in the rock music industry working with legends like Jimi Hendrix, Queen and Paul McCartney.

"His sharp intelligence and ability to pioneer new approaches to concert production and touring, in a highly competitive industry, helped him to maintain a long and productive career," Mark says.

Back on Australian soil, Mark's connections to UWA began when he was married at St George's College, having met Michelle while a resident. There is also a possibility that his passion for UWA will transfer to his two teenage sons, who have been engaged in UWA activities since they were very young.

