

Sustainable Innovation 2021

Accelerating Sustainability in Fashion, Clothing, Sportswear & Accessories

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University for the Creative Arts

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**Professor Jules Dagonet, Head of School, Fashion,
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Professor Jules Dagonet, Head of School, Fashion at the University for the Creative Arts (UCA) has worked for 20 years in the public and private sector globally specialising in entrepreneurship, strategy, change management and innovation. A veterinary surgeon by training, Jules started her career as a business developer in Beijing, China before joining the international marketing team of the veterinary pharmaceutical company Virbac in Carros, France where she worked with local offices based in Latin America, Asia and the Pacific Region to launch new products and increase market shares. After completing her MBA in entrepreneurship, innovation and change management in the UK Jules launched her management consulting firm with her business partner from Booz&Co Japan providing strategic advisory services to the education sector including business schools and universities but also education charities such as the Forte Foundation and companies with education activities such as Apple for which Jules designed the iTunes U project management kit. In 2012, Jules joined the leading business education provider London Business School as Head of China Strategy and later on Global Business Development where she led on the launch of new programmes such as a dual Masters in Management with Fudan University, a Masters in Management and Data Analytics and a suite of executive education programmes for Chinese executives. Jules was Director of marketing and recruitment at the Italian-born, privately-owned Istituto Marangoni, London prior to joining UCA in April 2020. Jules' emerging research interest revolves around relationships and love as a behavioural practice. Jules sees sustainability as a key challenge and a key opportunity for the Fashion industry moving forward and for UCA as a provider of fashion programmes and as a research-driven institution.