



Professor Mandy Parkinson, Professor of Business Innovation – Salford Business School

Mandy Parkinson is Professor of Business Innovation at Salford Business School focusing on the development of Innovation clusters that span the digital and sustainable ecosystems with a passion for building collaborations to support the region.

Coupling her interests around innovation, digital skills and the impact of technology on productivity in the region, with being Director of the Growth Company, a member of GM Cyber Advisory Group and NW Tech Talent Consortium.

Prior to joining Salford, she held the role of Director of the Centre for Enterprise at Manchester Metropolitan University. During which time she led the growth of provision to over 16 research and innovation programmes at a value of circa £45 million from 2017 to 2023; building strong multidisciplinary links across computing, engineering and business schools amongst 4 leading HEIs in the region.