



Apr 22, 2014 00:00 BST

## Learning to Innovate

A leading expert on innovation will be delivering a free public lecture at Northumbria University, Newcastle, next week.

Addressing the question of “What is innovation” Professor Roy Sandbach, a globally-recognised expert in building brands through innovation, will use his lecture to describe how innovators can be nurtured in education and the workplace, where their innovations come from and how research and invention play a part in innovation.

In his lecture, entitled Learning to Innovate, he will outline how an ‘Innovation Society’ can be built, in which the creation of novel ideas,

concepts are embedded in every day learning and work.

Prof. Sandbach explained: “Innovation is recognised as one of the keys to economic growth. In an increasingly competitive world we must ensure that our businesses and institutions build innovation into their strategies, their culture and their processes.”

After spending almost 30 years holding senior positions in research and development, innovation programmes and new business development for Procter and Gamble, Prof. Sandbach now leads the Innovation Strategy arm of the North East Local Enterprise Partnership.

He is a trustee for the Centre for Life, Chair of the North East Prince’s Trust Leadership Group and a member of the Advisory Board of Northumbria University’s Newcastle Business School.

Prof. Sandbach is a non-executive director of technology start-up company Arnia and with NCFE, the North East based qualifications awarding body. He is also a governor at Seaton Burn College, and a Visiting Professor at Northumbria, Newcastle and Cranfield Universities, as well as St Martin’s College of Art and Design.

Learning to Innovate will be held on Wednesday 30 April at 6.30pm in the Business and Law Building on Northumbria University’s City Campus East. A networking drinks reception will be held before the lecture from 6pm.

To book a place email [nu.events@northumbria.ac.uk](mailto:nu.events@northumbria.ac.uk) or call 0191 227 3025.

---

Northumbria is a research-rich, business-focussed, professional university with a global reputation for academic excellence. To find out more about our courses go to [www.northumbria.ac.uk](http://www.northumbria.ac.uk)

If you have a media enquiry please contact our Media and Communications team at [media.communications@northumbria.ac.uk](mailto:media.communications@northumbria.ac.uk) or call [0191 227 4571](tel:01912274571).

## Contacts



### **Rik Kendall**

Press Contact

PR and Media Manager

Business and Law / Arts, Design & Social Sciences

[rik.kendall@northumbria.ac.uk](mailto:rik.kendall@northumbria.ac.uk)

07923 382339



### **Andrea Slowey**

Press Contact

PR and Media Manager

Engineering and Environment / Health and Life Sciences

[andrea.slowey@northumbria.ac.uk](mailto:andrea.slowey@northumbria.ac.uk)

07708 509436



### **Rachael Barwick**

Press Contact

PR and Media Manager

[rachael.barwick@northumbria.ac.uk](mailto:rachael.barwick@northumbria.ac.uk)

07377422415



### **James Fox**

Press Contact

Student Communications Manager

[james2.fox@northumbria.ac.uk](mailto:james2.fox@northumbria.ac.uk)



### **Kelly Elliott**

Press Contact

PR and Media Officer

[kelly2.elliott@northumbria.ac.uk](mailto:kelly2.elliott@northumbria.ac.uk)



### **Gemma Brown**

Press Contact

PR and Media Officer

[gemma6.brown@northumbria.ac.uk](mailto:gemma6.brown@northumbria.ac.uk)