



Dr Matthew Sutherland, Associate Professor, Newcastle Business School

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Northumbria academic appointed to influential knowledge exchange organisation

Dr Matt Sutherland from Northumbria University, Newcastle, has been appointed to the Board of PraxisAuril – a world-leading professional association for knowledge exchange.

[PraxisAuril](#) is a national association which supports universities and businesses to work in partnership, sharing research and developing discoveries for the benefit of society and the economy. The organisation

represents over 5000 people in universities, public research bodies and industry and provides training and best practice in the sector.

An Associate Professor in Marketing at Northumbria's Newcastle Business School, Dr Sutherland has been appointed as Stakeholder Director at PraxisAuril for four years. He sees his role as supporting PraxisAuril to create a global profile and the collective pursuit towards its vision as the authority in Knowledge Exchange.

Commenting further on the position Dr Sutherland said: "By working collaboratively with businesses of all sizes through knowledge exchange partnerships, universities can play a powerful and strategic role in how we build back stronger from the pandemic. PraxisAuril is at the heart of this collective effort, so it is an honour to have been appointed to its Board. I am looking forward to the opportunities ahead."

Professor John Wilson, Pro Vice-Chancellor for the Faculty of Business and Law at Northumbria, added: "Matt's appointment is a significant achievement which underlines Northumbria's growing reputation in knowledge exchange and wider collaboration with the business community. His research knowledge and experience of working with businesses and trade organisations are extensive and I'm sure will prove invaluable in the role,"

Dr Sutherland is an Associate Professor in Marketing. His research interests include Knowledge Exchange, small business growth, work-based learning and consumer choice. He is an active member of the North East Local Enterprise Partnership and directly supports and trains SMEs through

European Regional Development Funding. In 2013, he established a Marketing Internship Programme with the University which currently works with over 154 North-East SMEs, as well as some of the region's larger businesses including Sage UK Ltd.

Dr Sutherland is also a member of the Management Board of [The Small Business Charter](#), and currently leads the Help to Grow – Management Programme in the North East and North West of England. He has secured over £4.5 million worth of research income through knowledge exchange activity including Knowledge Transfer Partnerships and Continuous Professional Development courses, and through other national networks for knowledge exchange activity.

For more information on business engagement at Northumbria University please visit www.northumbria.ac.uk/business

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