

Theofilos Tzanidis
Lecturer
School of Business and Creative Industries
Marketing, Events and Tourism



Overview

Theofilos Tzanidis is currently a Programme leader and lecturing in Digital Marketing in the School of Business & Enterprise at UWS. Currently, Programme leading MSc Digital Marketing and MSc International Marketing. More recently, his pioneering innovations in education and training have seen his Accelerated and Immersive Education approach shortlisted for the 2018 Guardian, Herald and Pioneer Awards. Previously Theo has worked extensively with all elements of digital marketing mix, with different marketing strategies, both online and offline and handled online projects of £200k+ combined value consulting projects providing digital marketing strategies and campaign support and advice. Most Recently Theo has worked with Virtual Reality and Augmented reality development projects focused on restructuring traditional business processes using new digital social and transformational technologies. Theo is currently conducting research in the area of digital marketing and looking into the use and applications of digital social and transformational technologies in traditional business discipline areas such as finance, accounting, management, logistics, hr and events. He is currently working on projects that require the application of new technologies in non-business disciplines such as Health, Culture and Arts, Politics and Governance and the third sector.

Currently, I am working as a Marketing Lecturer/ Consultant for the University of the West of Scotland. Previously I have been working as a Business Development Manager at Skyform Group and I was responsible for the development & implementation of both online and offline marketing strategies. My industrial and academic experience varies over different marketing specialisations and I have worked extensively with all elements of the marketing mix, both on-line and offline. My duties in UWS Business School are as follows:

MSc Digital Marketing Programme Leader, MSc International Marketing Management Programme Leader, MSc Creative Branding Programme Leader / Consultant & Researcher

Cross Faculty Digital Development Team: Design develop and Implement Digital Platforms in Teaching in Higher Education as part of the Digital Development Team in UWS Business & Enterprise School. Concepts in development include: Digital communications, Edutainment through Gamification and Simulation, Augmented Reality, Student and Faculty creative approach to curriculum delivery & assessment development, Google in Higher Education VLE development among others.

Summary of duties:

- Develop, Administer & Deliver Digital Marketing modules among other marketing-focused modules, at undergraduate & postgraduate level.
 - Develop, Administer & Deliver a new Digital Marketing MSc.
 - Supervise Student Dissertations at an undergraduate and postgraduate level.
 - Promote school activities through various digital platforms.
 - Link Business Schools activities with the Industry online.
 - Provide marketing expertise through KTPs and other types of consultancy projects.
 - Collaborate with fellow research groups locally, nationally and internationally on research projects and output.
- Don't hesitate to contact me for any of the above activities.

Qualifications

University of the West of Scotland
5 Aug 2007 → 8 May 2009

Master of Science, University of the West of Scotland
13 Aug 2004 → 11 Jul 2006

Bachelor of Arts (Hons.), University of the West of Scotland
13 Aug 2000 → 12 Aug 2004

Associate of the Higher Education Academy

Full Member of the Chartered Institute of Marketing

Full Member of the Marketing Academy

Google Certified Teacher, Google Teacher Academy

Google IQ, Ad words, Analytics & Adsense Certified

Employment

Lecturer

Lecturer
School of Business and Creative Industries
University of the West of Scotland
5 Jan 2015 → present

Lecturer

Lecturer
Marketing, Events and Tourism
University of the West of Scotland
5 Jan 2015 → present

DMI- Member of the Industry Advisory Council

Digital Marketing Institute
Ireland
15 Feb 2017 → present

Head of Digital Marketing Strategy - UWS Enterprise Academy

17 Aug 2015 → present

Research output

Genetically modified foods: risk assessment, legislation, consumer behavior, and ethics

Varzakas, T. & Tzanidis, T., 22 Sep 2015, *Encyclopedia of Food and Health*. Caballero, B., Finglas, P. M. & Toldrá, F. (eds.). Elsevier B.V., p. 204–210 7 p.

Using social media in an educational context to enhance brand loyalty: an exploratory case study

Lacka, E., Stevens, L., Conlan, E. & Tzanidis, T., 14 Jul 2014.

Exploring genetically modified food attitudes in a post economic crisis setting: a qualitative study of the Greek perspective

Tzanidis, T., Stevens, L., Balaraman, P. & Lacka, E., 2014.

Activities

YMCA -Youth Educational Board Singapore

Matthew Frew (Visiting researcher), Theofilos Tzanidis (Visiting researcher)
5 May 2018 → 18 May 2018

Imperial College of Business Studies

Matthew Frew (Visiting researcher), Theofilos Tzanidis (Visiting researcher), Kirstin Ledger (Visiting lecturer)
10 Feb 2018 → 18 Feb 2018

Scotland China Education Network

Theofilos Tzanidis (Visiting researcher), Matthew Frew (Visiting researcher)
30 Jan 2018

Digital Marketing Development-for Therma-Chem

Theofilos Tzanidis (Consultant)
12 Dec 2017

Using Social, Digital and Transformational Technologies to deliver 21st century "Care at Home ".

Theofilos Tzanidis (Speaker), Matthew Frew (Speaker)
14 Sep 2017

British Academy of Management Annual Conference 2014

Theofilos Tzanidis (Invited speaker)

10 Sep 2017

Balmaha (Oak Tree Inn) -VR Business Case Study

Matthew Frew (Consultant), Theofilos Tzanidis (Consultant), Rognvald Livingstone (Consultant), Heather Tarbert (Consultant), Alan Murray (Consultant), Kirstin Ledger (Consultant)

8 Aug 2017 → ...

Develop an International Website for the School of Business and Enterprise.

Theofilos Tzanidis (Consultant), Kirstin Ledger (Consultant), Matthew Frew (Consultant)

6 Aug 2017 → ...

University in Haikou, China

Theofilos Tzanidis (Visiting researcher), Rognvald Livingstone (Visiting researcher), Heather Tarbert (Visiting researcher), Craig McLaughlin (Visiting lecturer)

9 May 2017 → 22 May 2017

Developing Website, Social media and Content communication for Group on Men's Violence Against Women and Children

Theofilos Tzanidis (Consultant), Matthew Frew (Consultant), Waiyin Hatton (Advisor), Kirstin Ledger (Consultant)

8 May 2017 → 17 Sep 2017

Study portals DM agency- Workshops

Theofilos Tzanidis (Speaker), Andrew Didsbury (Speaker)

13 Apr 2017 → 20 Apr 2017

SCVO Research: Design

Theofilos Tzanidis (Advisor), Kirstin Ledger (Consultant)

13 Mar 2017

Digital Marketing Institute (External organisation)

Theofilos Tzanidis (Chair)

5 Feb 2017

The launch of UWS Business School Enterprise Zone

Matthew Frew (Organiser), Veronica Scutto (Organiser), Alan Murray (Organiser), Theofilos Tzanidis (Organiser)

19 Jan 2017 → 20 Jan 2017

UWS International Engagement Week #UWSIEW

Matthew Frew (Organiser), Veronica Scutto (Organiser), Theofilos Tzanidis (Organiser), Rognvald Livingstone (Organiser)

24 Oct 2016 → 28 Oct 2016

2016 UWS Festival of Learning

Theofilos Tzanidis (Invited speaker), Matthew Frew (Invited speaker)

15 Jun 2016 → 17 Jun 2016

Advanced Digital Marketing Conference (External organisation)

Theofilos Tzanidis (Chair), Matthew Frew (Chair)

1 Feb 2016 → ...

School of Business and Enterprise -Digital Marketing Development

Theofilos Tzanidis (Consultant)

15 Jul 2015 → 28 Sep 2016

Accelerated Education and Immersive Enterprise

Matthew Frew (Consultant), Theofilos Tzanidis (Consultant)
5 May 2015 → ...

Academy of Marketing Prize

Theofilos Tzanidis (Invited speaker)
5 Jul 2014 → 11 Jul 2014

Prizes

AM2014 Place Marketing and Branding Track Prize

Theofilos Tzanidis (Recipient), 14 Jul 2014

Member of the Industry Advisory Council - Digital Marketing Institute

Theofilos Tzanidis (Recipient), 14 Feb 2017

The Guardian Education Award

Matthew Frew (Recipient), Theofilos Tzanidis (Recipient) & Alan Murray (Recipient), 15 May 2018

The Herald Higher Education Awards- Shortlist- Innovation Use of Technology Award – Sponsored by Jisc- Submission Title: Pioneering Immersive Education with a Digital Heartbeat

Matthew Frew (Recipient), Theofilos Tzanidis (Recipient) & Alan Murray (Recipient), 15 Aug 2018

The Pioneer Awards 2018- Finalist Digital innovation of the Year

Matthew Frew (Recipient), Theofilos Tzanidis (Recipient) & Alan Murray (Recipient), 7 Sep 2018

Press / Media

Interview by Scotsman-Society urged to take stand against internet bullies

Theofilos Tzanidis
15/07/17
1 Media contribution

Paisley Express Article- Advisory Council Role for Lecturer

Theofilos Tzanidis
7/03/17
1 item of Media coverage

Awards

Feasibility and Development with POC for Project X

Frew, M., Tzanidis, T. & Duffin, C.
29/03/19 → 31/03/19

Impacts

Arran 'World Centre for Digital Centre of Excellence' project

Matthew Frew (Participant), Theofilos Tzanidis (Participant), Heather Tarbert (Participant), Alan Murray (Participant), Kirstin Ledger (Participant)