



Georgina Whyatt

Georgina is based in Coventry University in the UK and leads the Marketing subject area. Prior to joining Coventry University, Georgina worked at Oxford Brookes University, (Oxford, UK), where she held a number of positions, from senior lecturer to head of school (Marketing).

Georgina's research focuses on brand equity, ethics and marketing strategy implementation within communities and co-operatives. She has published in a range of academic journals. Her PhD research focused on the implementation of a 'marketing our co-operative advantage' strategy.

In addition to roles in academia, Georgina has experience of marketing 'in practice'. She has worked in retail clothing buying (based in the UK and Hong Kong), town centre management, and as marketing director at a specialist IP law firm. Georgina has been involved in the co-operative management education offered at Saint Mary's University, Halifax, since the early days of the programs.