

Bios: East Midlands Sustainability and CSR Conference – 10 September 2026

	Julie Adams Julie Adams is a leading specialist in carbon reduction, Net Zero strategy, and business transformation, with a career spanning over 30 years across the UK and North America. A qualified ISEP Technical Associate Carbon Accountant and Associate Consultant with BSI and NQA, she supports organisations in reducing risk, improving sustainability performance, and creating competitive advantage through pragmatic carbon and procurement strategies. Julie has spent several years as an Auditel Practice Manager and Principal Carbon Consultant and now works within Auditel's head office, where she leads market and solution development. She is instrumental in designing innovative, client-focused solutions that enable organisations to transition effectively towards Net Zero. She holds a Diploma in Corporate Governance, Risk and ESG and is a member of the Institute of Corporate Governance.
	Dr Polina Baranova Polina's research lies at the intersection of strategy, business and society. In particular, in the development of environmental capabilities in various organisational settings through stakeholder engagement and stakeholder management. This multidisciplinary research informs organisational practices as well as policymaking in the area of environmental sustainability. Polina's research has been published in the Business Strategy and Environment, International Journal of Entrepreneurship and Innovation, Business Ethics: European Reviews, Local Economy and The British Academy Journal.
	Georgiana Bristol Georgiana is CEO of the Jobs Foundation, leading the charity's practical work to support businesses in their role of moving people locked out of the labour market into a job. She started her career working at Open Europe, moving on to lead the development for a range of public policy and referendum campaigns. She has also worked with various charities, including Venice in Peril, Project Trust and the Imperial War
	Richard Cohen Richard Cohen is the Chief Operating Officer for Neurotherapeutics Ltd, with over 15 years' experience in manufacturing, leading operational improvement, business growth and organisational change across a range of complex environments. Throughout his career, he has been passionate about creating opportunities for people from all backgrounds and helping businesses make a positive impact beyond their commercial objectives. Alongside his operational leadership roles, Richard has worked closely with prisons, education providers and community organisations to develop routes into employment, skills development and long-term careers. A strong advocate for social mobility and second-chance employment, he is committed to helping individuals overcome barriers to work while supporting businesses to access dedicated and often overlooked talent. Richard's interest in CSR centres on building partnerships that tackle local challenges, strengthen communities and create meaningful opportunities for people to succeed. He believes businesses have a vital role to play in driving social mobility and delivering positive social impact across the East Midlands, with CSR being most effective when it is embedded into everyday business practice rather than treated as a standalone initiative.
	Dr Elaine Conway Elaine has a PhD from the University of Derby, an Executive MBA from Duke University, USA and a BSc (Hons) from Aston University. She specializes in small business engagement, coordinating activities between academia and SMEs. Her research focuses on corporate social responsibility, sustainability, and SME resilience, particularly in relation to technology adoption and corporate reporting.

	Kat Auckland Kat is the Communications and Projects Director at Geo Green Power and oversees all of their internal and external communications and a number of key areas and processes within the business. Kat heads up the ESG activities, producing their ESG report each year and works with departments across the business to reduce the company's carbon emissions. Kat is also responsible for maintaining and improving internal business processes, ensuring that systems are effective, and supporting the development of new policies and continuous improvements. After six years in PR & Marketing agencies, Kat spent 15 years in the hospitality sector delivering team engagement and supporting the implementation of major projects with large pub and gaming operators. Kat joined Geo Green Power in 2019 to establish and grow our internal marketing team and transitioned to a more operational role in 2020, supporting a period of huge growth within the business, and joined the board in December 2021.
	Sally-Anne Hurn Sally-Anne is an Assurance Director at Duncan & Toplis. Sally-Anne was elected as Duncan & Toplis' first-ever Sustainability Champion. With her clear passion and desire to improve the social impact of our group and our clients, she monitors our ESG position and works with the sustainability project team to build their skills so that we can also help clients with their own ESG policies. Sally was recently shortlisted in the 'Corporate Social Responsibility Leader' category in the East Midlands Leadership Awards 2026. Sally-Anne qualified as a chartered accountant in 2008, the same year that she joined Duncan & Toplis. Sally-Anne looks after the accounting and auditing requirements of a varied portfolio of clients operating in sectors such as agriculture, construction, IT and transport. She is also involved in corporate and personal taxation matters.
	Caroline Killeavy Caroline Killeavy is the Chief Executive of Vicky McClure's Our Dementia Choir, leading the charity's mission to improve the lives of people living with dementia through the power of music, community connection and inclusive practice. She brings more than three decades of leadership experience across the charity and public sectors, including senior roles with the National Trust, Canal & River Trust, and YMCA Lincolnshire.
	Orla Kelleher Orla Kelleher is a Senior Lecturer in Responsible Management at Derby International Business School, with over 20 years of experience in executive education, leadership and strategy. As Principles of Responsible Management Education (PRME) Lead and Sustainability Champion, she specialises in sustainability, responsible business, and climate education. She is programme leader and module leader for the MSc Sustainable & Ethical Business Management for both business leaders and postgraduate students where she takes a purpose driven, values-led regenerative approach to business development.
	Dr Alison Lawson Dr Lawson is Head of Discipline for Marketing and Operations in Derby International Business School, a Senior Fellow of Advance HE and a member of the European Social Marketing Association. Her PhD investigated digital transformation in the workplace, specifically in book publishing, including how the effects differed for small and large organisations. Before entering academia, Alison worked mostly in non-profit publishing and marketing. Her specialism is social marketing - marketing for behaviour change and for social good. She is interested in using marketing tools and techniques to promote sustainable choices and behaviours. She is currently supervising research on how to reduce food waste in households, the use of mobile technology in social marketing for local government and how people's sense of values impact on their sustainable product purchases.
	Dr Jennifer Lunt



Dr Lunt has a Professional Doctorate in Health Psychology, is a Chartered Psychologist with the British Psychological Society and a Registered Practitioner with the Health and Care Professions Council. She has published extensively in the area of behaviour change as well as having multi-industry experience through work with the Health and Safety Executive, as an independent practitioner and contract research. Dr Lunt is Programme Lead for the University of Derby's MSc Behaviour Change; with extensive experience of having enabled industry based post-graduate students in applying their learning to a diverse set of real world issues, including intervention and evaluation. Her research interests are in systems thinking methodology and in wellbeing at work. She is also current Principal Investigator for Government funded collaborative research intended to tackling economic inactivity

<https://www.fundingawards.nihr.ac.uk/award/NIHR209887>.

Richard Smith



Richard Smith is a highly experienced sustainability consultant who helps organisations take practical climate action. In 2025, he co-founded PS: Planet, whose clients include The Crown Estate, The Royal Horticultural Society, Manchester City Council and several small community organisations. Previously, Richard was Head of Sustainability at English Heritage and before that held the same role at The University of Manchester, where his work led to The University winning a global Green Gown Award for Climate Action.

Earlier in his career, while at the BBC, Richard created the original version of a carbon calculator that measures the environmental impact of TV production. Adopted by the UK television industry through a partnership with BAFTA which he co-founded, the calculator is now used by thousands of productions each year. Richard also co-created the world's first Carbon Literacy course for Broadcasting, which he has delivered to hundreds of industry professionals. Before moving into sustainability, Richard was an award-winning BBC correspondent working across television, radio and online. He lives on the edge of the Peak District.

Torben Starkey



Helping organisations on their journey to Net Zero in a measurable, meaningful, and potentially self-funding way. As an engineering graduate from Bristol University and a Chartered Accountant (ICAEW), Torben brings over 25 years of experience in the financial services industry — across both retail and wholesale sectors. Having operated to Board level, led teams of all sizes, and built deep expertise across Finance, FP&A, Outsourcing, Change, Risk Management, and Regulatory Implementation Torben brings a focus on delivering real business value — from improving operational efficiency and reducing risk, to enhancing performance and leading strategic change. Through the Auditel network, he combines this experience with carbon strategy and cost expertise, working businesses to manage and report emissions, make smarter decisions, reduce costs, and improve profitability — all while supporting a more sustainable future.

Dr. Barbara Tomasella



Barbara is a Senior Lecturer in Marketing at University of Derby, a Senior Fellow of the Higher Education Academy and Fellow of the Institute of Corporate Responsibility and Sustainability, where she mentors young CSR/sustainability professionals. She has a doctorate on CSR in small businesses and a Master in Economics. Her research focuses on corporate social responsibility in SMEs, sustainable business models (including social enterprise) and social marketing for behavioural change.