KIERAN EVANS

Hourly-Paid / Part-Time Business Management Lecturer

DBA Researcher | Director of Operations | Independent HE Guest Lecturer

Worcester / West Midlands | Remote or hybrid available | kieran@accuradata.co.uk

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TEACHING-FOCUSED PROFILE

Business and management practitioner, doctoral researcher and guest lecturer with undergraduate teaching delivery at Levels 5 and 6 and curriculum design activity spanning Levels 4–6. Combines over six years of director-level operations, marketing and enterprise experience with structured lesson planning, learning outcomes, case-based group activities and reflective teaching development. Seeking hourly-paid, part-time and associate teaching opportunities in business management, leadership, strategy, marketing and professional practice.

UNIVERSITY TEACHING AND CURRICULUM DESIGN

Hartpury University — Guest Lecturer, Level 6 BSc (Hons) Business Management | October 2026 · Delivered

- Designed and delivered a two-hour session, “Data Protection as a Strategic Management Issue: Risk, Innovation, Trust and Competitive Advantage”, to 14 final-year students.
- Used phased group exercises and a boardroom recommendation activity to develop strategic evaluation, discussion and evidence-based managerial judgement.
- Revised the session plan in response to module-leader feedback; subsequent feedback commended the planning, learning outcomes and students’ engagement in the activities.

University of Worcester — Guest Lecturer, Level 5 BA (Hons) Creative Writing | March 2022 · Delivered

- Designed and delivered a two-hour “Creative Writing in the Real World” session to approximately 15 students, using applied examples and activities spanning commercial writing, marketing and public relations.

University of Leicester — Level 6 Marketing Guest Session | 10 November 2026 · Scheduled

- Designed “Before You Press Send: UK GDPR & PECR in the Real World of Responsible Marketing”, a one-hour practitioner-led session using campaign scenarios, short polls and paired discussion.
- Acted on module-leader feedback by reducing a 30-slide plan to 18 slides, establishing one five-question decision tool, streamlining cases and removing assessment-style language.

Independent curriculum and resource development | 2026 · Completed

- Created and hosted a Level 4 business self-study resource on stakeholder communication, PR crisis response and data protection, with learning outcomes and accessible student activities.

EDUCATION AND ACADEMIC DEVELOPMENT

Doctor of Business Administration (DBA) | University of Exeter | 2026–2031 (in progress)

MA Media and Public Relations | University of Leicester | 2023–2025 | Merit

BA (Hons) Business | Arden University | 2019–2022 | First Class Honours

CMI Level 5 Certificate in Management and Leadership | 2022

HIGHER EDUCATION TEACHING APPROACH AND DEVELOPMENT

- Designs sessions around clear learning outcomes, practitioner examples, short activities, learner discussion and critical reflection appropriate to undergraduate level.
- Uses feedback from university module leaders to refine pacing, teaching scope, visual presentation and inclusive participation; maintains a structured evidence and reflective-practice portfolio mapped to the Professional Standards Framework.
- Teaching-related CPD includes Open University courses on online teaching, mentoring and tutoring, equality and equity, open educational resources, innovative assessment, classroom research and reflective practice.

PROFESSIONAL EXPERIENCE RELEVANT TO TEACHING

Director of Operations / Director — AccuraData Ltd, Worcester | February 2020–Present

- Lead operational delivery for a data and lead-generation business, including processes, customer journeys, data quality and service improvement.
- Oversee business development, B2B/B2C partnerships and marketing services; use live commercial experience to illustrate managerial trade-offs, stakeholder priorities and organisational performance.
- Manage staff and KPIs; lead marketing, PR, SEO, digital communication and responsible use of customer data, bringing current examples to leadership, operations, strategy and marketing teaching.

Search Engine Optimisation Copywriter — GuerrillaBuzz | November 2018–November 2020

Developed digital content, SEO copy and press materials for technology-focused clients, translating complex propositions into clear audience-specific communication.

Managing Director / SEO Copywriter — WriteEasy Ltd | October 2018–March 2020

Founded and managed a content services business, developing practical experience in enterprise, client relationships, service design and commercial communication.

TEACHING SUITABILITY

Relevant module areas	Delivery and learning methods
Business and Management; Leadership; Strategic Management; Operations and Improvement; Entrepreneurship and SME Growth; Marketing, PR and Digital Business; Business Ethics and Regulation.	Guest lectures; hourly-paid seminars and workshops; applied case studies; paired and group discussion; interactive decision activities; employability and practitioner-focused teaching.

SELECTED PROFESSIONAL RECOGNITION

Midlands Young Entrepreneur of the Year 2024 — Finalist | Santander X UK Awards 2024 — Top 100 | UK StartUp Awards Midlands — Runner-up

AVAILABILITY

Available for hourly-paid, part-time, zero-hour, associate lecturer and guest-teaching opportunities, including workshops, applied seminars and project support. West Midlands, remote and hybrid delivery preferred. Teaching portfolio and references available on request.