

# Lisa Murphy

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## ACADEMIC QUALIFICATIONS

2021	UCC	PhD Doctoral Candidate (ongoing)
2015	DCU	Diploma Entrepreneurship and Entrepreneurial Learning
2009	Digital Marketing Institute	Diploma
1996	Haub School of Business St. Joseph's University, USA	MBA (Awarded full scholarship)
1994	University College Cork	B.Comm

## CAREER HISTORY

2013-Present **Lecturer, Department of Management & Enterprise, MTU**

### Key Responsibilities:

- Delivering Entrepreneurship and Innovation education to undergraduate and masters students across different disciplines; Business Studies, BIS, Marketing, Accounting and International Business with Language.
- Promoting and writing new modules for current and new programmes.
- Networking and engagement with multiple industry stakeholders.
- Sourcing live case study companies as course material for masters students on the MBA, MSC in International Business and the MA in Global Business.
- Faculty advisor to Enactus MTU student team. Enactus is a global organization supporting student social entrepreneurship.
- Co-founder of CPEER (Community of Practise for Entrepreneurship Educators and Researchers) a university wide initiative that aims to support and foster a strong entrepreneurial culture across MTU by enabling collaboration among academics on matters connected to entrepreneurship education, research and pedagogy.

2008-2013 **Strategic Director, Think Tank, Award winning Strategic Marketing & Brand Consultancy**

### Key Responsibilities:

- Delivered research, strategic marketing and brand consulting services to start-ups, SME's and MNC's across different sectors.
- Mentoring services for Enterprise Ireland, New Frontiers Programme Rubicon Centre CIT, SECAD, GreenShoots programme for Macroom-E and European Wide Network of Female Entrepreneurs.
- Training in market research, branding and marketing for the PiNC, New Frontiers and Exxcel Programmes in the Rubicon Centre and incubators nationwide.

- Piloted Strategic Marketing Review programme (SMR) on behalf of Enterprise Ireland and rolled out to their clients.

2006-2008      **Owner, ID Consulting, Business Consultancy**

**Key Responsibilities:**

- Delivered research, strategic marketing and brand consulting services to start-ups and SME's across different sectors.

2004-2006      **Brand Planning Director, Ocean Group, Leading Irish & UK based Full Service Agency**

**Key Responsibilities:**

- Delivered research, strategic marketing and brand consulting services to start-ups, SME's and MNC's across different sectors.
- Assumed outsourced marketing manager role for companies which involved developing marketing plans & media planning, overseeing campaigns through-the-line, commissioning research & measuring effectiveness.

2002-2004      **Brand Consultant, Bradley McGurk Partnership, Leading Irish Retail Brand & Design Specialists**

**Key Responsibilities:**

- Developed brand strategies for MNC & SME clients.

1999-2002      **Senior Account Manager, Enterprise IG (Now SuperUnion, Leading Global Brand Agency, part of the WPP Group Plc)**

**Key Responsibilities:**

- Managed the creative process and client relationship from pitch preparation to implementation by managing multidisciplinary teams in the development of B2C&B2B communications for clients.
- Strategic input into the brand strategy development process. Managed brand audits, strategic reviews and implementation for MNC and SME clients.

1997-1999      **Marketing Executive, Esat Digifone**

**RESEARCH INTERESTS**

- Entrepreneurship Education.
- Social Entrepreneurship.
- Innovation.

## RESEARCH OUTPUTS

### Research Presentations

**Murphy, L.** and McGuirk, H. (2019) Social Entrepreneurial Intention – Are we Behind the Curve?, presented at Enactus Ireland Faculty Advisor Forum, Dublin, 30th May, 2019.

**Murphy, L.** and McGuirk, H. (2019) Is Social Entrepreneurship Education a "nice-to-have" or a "must-have" with respect to developing entrepreneurial intention for socially minded students in HEI's?, presented at Enactus Ireland Faculty Advisor Forum, Dublin, 13th March, 2019.

**Murphy, L.** and McGuirk, H. (2018) Social Entrepreneurs, are they different?, presented at Enactus World Cup, San Jose, California, October 10<sup>th</sup>, 2018.

### Conference Presentations

**Murphy, L.** and Murray, T. (2021). Inspiring social entrepreneurship, online presentation to CPEER, October 19<sup>th</sup>, 2021.

**Murphy, L.** and McGuirk, H. (2019). Social entrepreneurship: a nice-to-have or a must-have?, presented at RENT XXXIII, Berlin, Germany, 27th-29th November, 2019.

**Murphy, L.** and Wright, A. (2017) An Exploration of the Value of Design Thinking to Entrepreneurship Education, in particular the Relationship between Design Thinking, Creativity and Opportunity Identification, presented at 3E Conference, Cork, Ireland, 11<sup>th</sup> May, 2017.

**Murphy, L.** and McGuirk, H. (2019) Social Entrepreneurial Intention – Are we Behind the Curve?, presented at 3E Conference, Gothenburg, Sweden, 8-10th May, 2019.