



***Tomorrow. Brighter.***

Together we have impact

# Thank you - your generosity makes so much possible



Professor David Oglethorpe,  
Pro-Vice-Chancellor and Dean,  
Cranfield School of Management

**The last few years have brought challenges that many of us would never have imagined. But we've also seen so many acts of kindness and humanity, and for many individuals and organisations the pandemic has forced us to reflect, and to cherish the things that are truly important.**

It's been heart-warming to see our Cranfield community rally in support of the School and each other in many different ways. In addition to the overwhelming alumni support we receive in terms of time, expertise and advocacy, many alumni also chose to support the School's *Tomorrow. Brighter.* campaign.

When we launched *Tomorrow. Brighter.*, it was in recognition that Cranfield School of Management is doing so much already to make the world a better place, and that with alumni support we can do even more. We're enormously grateful to everyone who has supported us, and every single gift, no matter how big or small, has been valued and appreciated.

As you will see from this report, the generosity of our alumni and friends has meant that students have been able to continue their education at a time when the finances of many have been hit by the pandemic. We've also continued to deliver world-class research and are investing in digital education to respond to new opportunities that expand our reach beyond the Cranfield campus, as well as our new Seed Fund investing in early-stage businesses and helping entrepreneurs, generating economic growth here in the UK and around the world.

To everyone who has supported the School, I extend my heartfelt thanks. I hope you will enjoy reading this report which demonstrates just some of the ways in which alumni support is making a difference. We are truly grateful for every gift made, every hour given and every good word spoken about our School.

Thank you.

## Highlights of the year

- Increased support for scholarships, sending a clear message that our alumni want to help future generations of talented students benefit from the special Cranfield experience.
- Increased participation with more and more alumni stepping forward to show their support for the School.
- Gifts from donors in seven new countries, demonstrating the global diversity of our alumni community and our international reach.

## A legacy of support

Thank you to everyone who has generously supported *Tomorrow. Brighter.* in 2021, we saw:



# Your support changes lives

## Contributing to our students' success

We strongly believe that no bright mind with the talent and aspiration to pursue a qualification at Cranfield should be held back by their financial circumstances.

Through your generous gifts, we continue to provide life-changing opportunities for students from the UK and from around the world. Whether this is providing access to education for those from less privileged backgrounds or giving a boost to those that display talent and potential to help us attract the highest calibre of applicants, your support is vital.

"It was a great honour to receive the Scholarship. I am very grateful for the support of Cranfield alumni and I really appreciate their generosity. It is serving as a motivator to always do my best, so I would also like them to know that I acknowledge the responsibility that comes with the Scholarship to maximise the MBA experience and give back to the School as best I can in the future. Thank you!"

**Matt Cooper**, Current MBA student  
Alumni Scholarship Recipient 2021/22



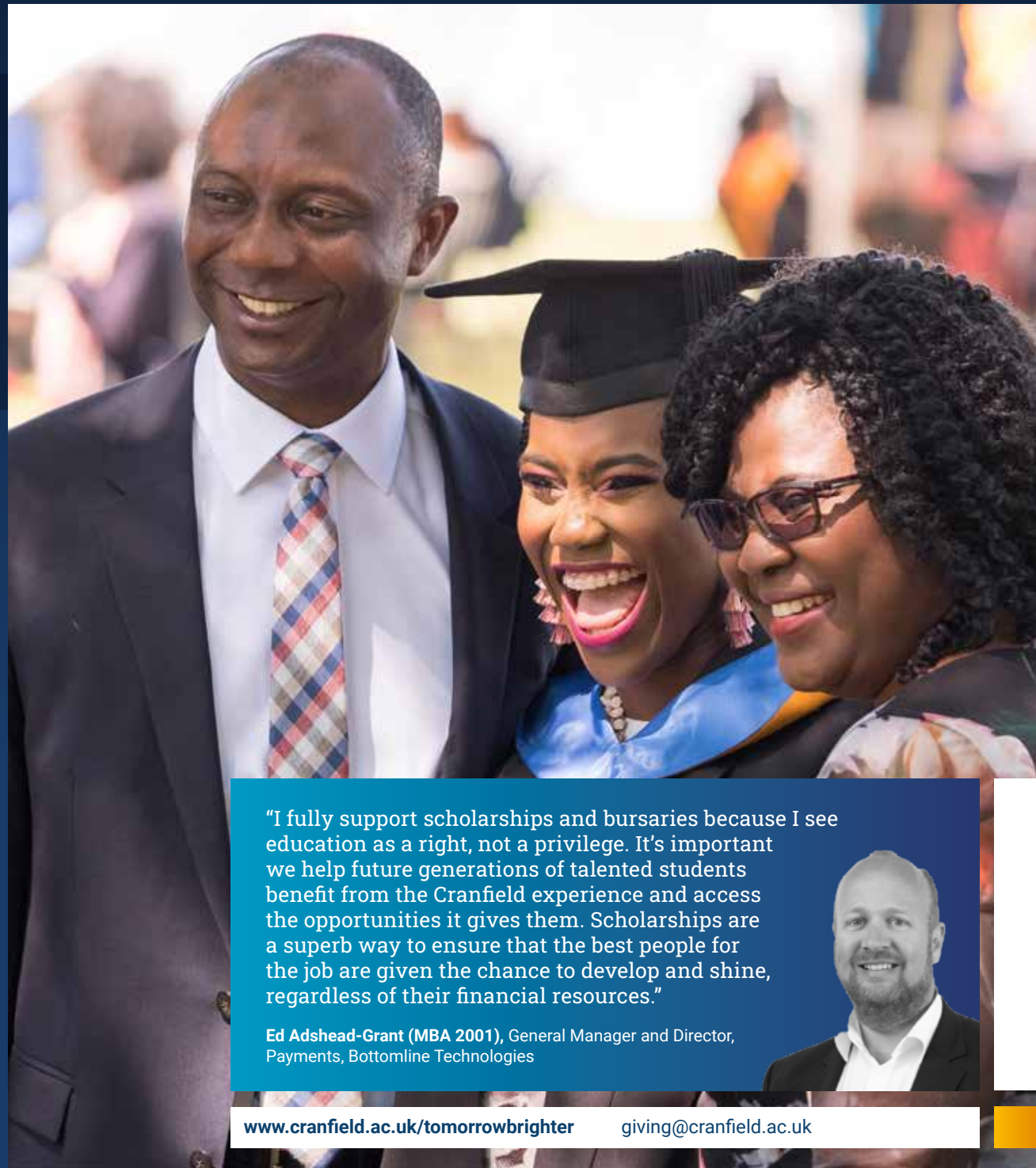
"I fully support scholarships and bursaries because I see education as a right, not a privilege. It's important we help future generations of talented students benefit from the Cranfield experience and access the opportunities it gives them. Scholarships are a superb way to ensure that the best people for the job are given the chance to develop and shine, regardless of their financial resources."

**Ed Adshead-Grant (MBA 2001)**, General Manager and Director,  
Payments, Bottomline Technologies



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# Giving entrepreneurs the chance to make their dreams reality

Many students, alumni and friends of Cranfield University have amazing business ideas that just need a spark to fire their growth. Gifts to the Bettany Centre for Entrepreneurship's new Seed Fund are providing this spark by:

- Helping start-ups and early-stage businesses with grants to enable market research or create a prototype.
- Supporting those looking to scale-up with investment on a commercial basis by means of convertible loans.

The first investment from the Seed Fund has been awarded to FinCrime Dynamics, christening the first member of what we hope will become an exciting community of businesses with Cranfield investment – enabled by the generosity of Cranfield alumni.



**FinCrime Dynamics** aim to reduce financial crime by using their software that simulates real life scenarios with smart synthetic data, allowing banks and other financial institutions to stress test their protection and gain valuable insights.



"The funding and wider support that we have received from the Cranfield community has already had a huge impact on our company. Cranfield University is now very much a crucial part of our company's journey. We look forward to Cranfield being part of our future success and the success of many other start-ups to follow."

**Dr Edgar Lopez-Rojas**, Current Exec MBA student, Founder and CTO, Fincrime Dynamics

"Thanks to the generosity of our alumni community, I'm delighted that we can put both funding and support in place for entrepreneurs of the future. This is a superb addition to the advice, education and support which we already provide to start-ups and early-stage businesses and is a real milestone for Cranfield."

**Dr Stephanie Hussels**,  
Director of the Bettany Centre for Entrepreneurship



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# Ground-breaking research

Finding solutions to some of the world's most pressing and complex problems.

Today's world presents us with many challenges, but alumni support is helping Cranfield School of Management develop world-class solutions and instigate positive change.

## Managing climate change risk in global supply chains

Climate change is leading to disruption in global supply chains, impacting on production and supply, raising costs and prices, and reducing revenues. Dr Ghadge's work focuses on the intersection between these impacts and the global supply chain, identifying strategies that can be used by senior managers to manage impact and mitigate its effect on operations.

"On behalf of the Cranfield community I am extremely grateful for the support for my research into climate risk. These gifts will make a real difference as we look further at the cascading impact climate change has on the supply chain in which we are all participants. Thank you to all who have made a gift to support world-class research at the School."

**Dr Abhijeet Ghadge**, Associate Professor of Supply Chain Management Logistics, Cranfield School of Management



## Research focus

Dr Ghadge will soon continue the next stage of his research with your support. The key focus points for his work will be:

Controlling carbon emissions across the supply chain.

Supply chain innovation in hot and cold regions.

Sustainable practices for climate change mitigation.

New model development to manage the cascading effect of climate change on the supply chain.

# Digital learning to **enhance student experience**

Today's learners expect an increasingly seamless digital experience, and the School of Management is accelerating innovation in this area to match these expectations. Digital transformation not only increases access to education and enhances the student experience from an academic perspective, but it also allows us to engage with more prospective students, delegates and alumni around the world.

These are just some of the projects **Tomorrow. Brighter.** is helping to fund, providing cutting edge learning opportunities for now and into the future.

## Unique modular learning paths

Bitesize digital modules for students to pick and choose a tailored learning experience.

### What does this mean?

Learning built for the future of higher education, giving greater delegate control and more accessible entry points for qualified students.

## A next generation hybrid learning facility

A teaching suite providing the opportunity for executive education that offers students the same experience no matter their physical location.

### What does this mean?

A lasting resource to transform how courses can be delivered, solidifying Cranfield's reputation as a leader in technology and student experience.

## Digital tools for lifelong learning

Digitisation of Cranfield models and tools that have not historically been available online.

### What does this mean?

Students saving time and effort through automation, allowing them more space to focus on results. A lifelong benefit to alumni who can use the models in their working life.

"Increasing access to lifelong learning and improving the student experience through digital development is a key aspect of the work of Cranfield School of Management. I would like to personally thank alumni for their kind donations to the **Tomorrow. Brighter.** fund that is helping us bring these benefits to all."

**Graham Bell**, (Exec MBA 2018), Director of Digital Education, Cranfield School of Management



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We are very grateful to alumni and friends who support us so generously with gifts to ***Tomorrow. Brighter.***

Thank you.

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