



inspiration innovation integrity



NAME: Dr. David Gordon

ROLE: Trustee

Associate Professor Dr David Gordon is an Associate Professor at De Montfort University. His career spans two of his own businesses, a commercial career with large corporations, and 26 years in higher education. After his degree he started a clothing business, trading at UK-based university student unions. After selling this business, he invested in a Leicester-based nightclub (Luxor). This was sold after three years, and he returned back to university to study an MSc. After graduating he began a corporate career, working for Sage plc, Pegasus plc, and IBM (15 years) in a variety of senior roles at a UK, European, and Global level. For 19 years of his corporate life, he worked as a 50% fractional employee at De Montfort university, balancing both corporate and academic lives. After leaving commercial life a few years ago he has had various senior roles at De Montfort university, including Head of the marketing subject area, Leader of the postgraduate marketing programmes, Associate Head of Department (International), and a variety of module leadership positions. Additionally, David has an active role with student and graduate employability, after many years of graduate recruitment in industry. David lives in Leicestershire, with his wife and three daughters. He has been a governor at a local primary school for over eight years, and relishes the education and community giveback. David has BSc in Computing and Marketing, an MSc in Strategic Marketing, and a DBA (Doctorate in Business)