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GDPR: Say goodbye to big data's 'Wild West'

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Professor Matthew J Robson

Professor Matthew J. Robson is the Program Director of Consumer Analytics and Marketing Strategy, and is a member of the Consumer Data Research Centre and the Global and Strategic Marketing Research Centre.

He earned a PhD at Cardiff University, and served there as a member of faculty before taking up his Chair at the University of Leeds. His research interests focus on international and export marketing, distribution channel relationships, franchising, alliances, and retailing.

His research has been published in British Journal of Management, Journal of International Marketing, Journal of Marketing, Journal of Product Innovation Management, Journal of World Business, Organization Science, and others.

Matthew currently is Associate Editor at Journal of International Marketing. He has worked on funded research projects amounting to approximately seven million pounds sterling.

Steve Kuncewicz

Steve specialises in Intellectual Property, Media, and Social Media law and works mainly in the media, digital, creative, film, television, publishing, marketing, advertising and PR sectors. He is listed as a recommended lawyer in Tier 2 of the Legal 500's 2014, 2015 and 2016 North West Technology, Media and Telecoms section.

He is a regular media spokesperson and has given interviews to the local and national press through BBC Breakfast, Sky News, ITV, BBC Radio 2, BBC Radio 4, BBC Radio 5 Live and LBC London.

His first book 'Legal Issues of Web 2.0 and Social Media' was published in June 2010 and his second 'Legal Issues of Corporate Communication in the Online World' in July 2011.