

Professor Martin Betts

Professor Emeritus, Griffith University
Education thought leader/consultant

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Career Summary

In an academic career spanning 4 decades, I built a strong reputation as an experienced University executive and respected academic leader in my field, being recognised as one of Australia's 100 most influential engineers in 2007.

My experience comprises 6 universities across 3 continents, encompassing a rich diversity of roles including lecturer, program director, research centre director, research professor, head of school, executive dean and deputy vice chancellor.

In all these roles, in a variety of institutional and cultural settings, I won the confidence and trust of students, staff, partners and supervisors. I achieved outstanding results and outcomes against accountabilities with a leadership style that is strategic, collaborative, and purposeful, with high standards of innovation, integrity, excellence, equity and discretion, that values people and builds culture. I am now an influential thought leader and strategic consultant to the sector and founder of HEDx advisory services.

Key Capabilities and Skills

- Solutions oriented
- Strong follow-through
- Strategically driven
- Long-term planner
- Adaptable to change
- Evidence-based decision making
- Strong focus on interpersonal communication
- Collaborative approach with influence
- Proactive approach to progress
- Able to engage with and motivate others

Educational Qualifications

1982 BSc Quantity Surveying University of Reading, UK, 2nd Class 1st Division
1987 PhD from the Council for National Academic Awards, UK

Professional Qualifications

2000 Fellow, Royal Society of Arts, Manufactures & Commerce, UK
2000 Fellow, Chartered Institute of Building, UK.
2003 Fellow, Engineers Australia
2005 Fellow, Royal Institution of Chartered Surveyors
2013 Graduate of the Australian Institute of Company Directors

Personal Research Career Outcomes

Prior to my most recent role as Deputy Vice Chancellor for Griffith University, I was instrumental in obtaining more than \$12million in research funding from industry, government and research councils and I have published around 150 publications including 40 papers in refereed journals. Details of both are available upon request.

Employment History at a Glance

Period	Position Held	Institute
2020-Present	Professor Emeritus	Griffith University
2014-2020	Deputy Vice Chancellor, Engagement	
2011-2014	Executive Dean of Science and Engineering	Queensland University of Technology (QUT)
2003-2011	Executive Dean of Built Environment and Engineering	
1999-2003	Head of School	University of Salford, UK
1993-1999	Professor in Construction IT	
1988-1993	Senior Lecturer at School of Building and Estate Management	National University of Singapore

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Griffith University

*Deputy Vice
Chancellor,
Engagement*

2014 – 2020

As DVC at Griffith, I was responsible for day-to-day finances, operations and oversight of many complex activities within my portfolio and oversight executive management and governance across the University. I did so by setting strategies, implementing their delivery and facilitating clear and open communication. I also led engagement with key stakeholders and partners outside of the University, including schools, donors, alumni, industry, government, faith groups, media and other external agencies to tell the Griffith Story and realise University objectives.

I was responsible for designing and implementing a range of successful initiatives to improve Griffith's reputation, revenue and student outcomes.

Key Responsibilities

- Leading marketing and recruitment, increasing market share from 18 to 20%.
- Leading University fundraising increasing income to 8th highest in Australia.
- Implementation of a first of kind University institution-wide Engagement Plan.
- Member of the Executive Group initiating policy relating to engagement.
- Campus Head of the Nathan and South Bank campuses.
- Former Chair and Board Member of Business South Bank
- Chairing various committees, including the Marketing, Recruitment and Communications Committee, Sustainability Committee, Staff Giving Committee and Equity Committee where I was also a male champion of change and a multicultural ambassador to the QLD Government.
- Preparing and overseeing the implementation of the 2016-2018 Stretch Reconciliation Action Plan in conjunction with a Council of Elders.
- Overseeing a record-breaking Griffith Sports College with its 560+ elite athletes.

Key Achievements

I am proud of many positive outcomes I achieved for Griffith, including:

- Design and implementation of market-led program planning changes that have increased demand, student satisfaction, intensity of study, employment outcomes, retention, quality of entry and program reputation.
- Design and execution of marketing and student recruitment plans that led to the largest market share increases in Griffith's history and improved student quality.
- Led the rebranding and repositioning of Griffith through its **Be Remarkable** campaign to achieve measurable improvements in reputation and brand health.
- Grown the Griffith fundraising program for scholarships and research from a 2013 level of around \$2.3m pa to funds secured of \$15.9m in 2017.
- Led a Staff Giving program at Griffith which has seen staff donors grow from 43 in 2013 to close to 400 by 2018, and the establishment of a Students Future Fund endowment now over \$12m, providing 133 annual scholarships to recipients including a 2017 Monash Scholar recipient.
- Improved media communication strategies, enhancing our reputation as a high-quality research university and elevating Griffith to second in QLD for coverage.
- Improved social media presence and engagement to exceed the combined achievements for active engagements and sentiment of competitors in 2017.
- Led the partnership of Griffith with the 2018 Gold Coast Commonwealth Games as the largest partnership with a major sporting event ever entered into by a University and the largest external engagement Griffith University has ever had.

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Queensland University of Technology

*Executive Dean of
Science & Engineering*

2011 – 2014

As Executive Dean of Science and Engineering at QUT, I was responsible for providing academic leadership and financial and managerial responsibility for one of the largest academic groups in Australia in STEM and the built environment.

In this capacity I led the Faculty through significant change management, merging 3 former faculties, forming 6 inter-disciplinary schools and centralising Faculty services in student support, finance, technical support, staffing and research.

I led a QUT-wide program of business process improvement activities for research grant bidding, new CPE course development, international travel value maximization, and course management using creative solutions to maximize performance of current operations and transform processes in preparing for growth. I also oversighted funded research in ARC grants, industry funding and CRCs, of more than \$50m per annum forming more than 50% of QUT research.

*Executive Dean of
Built Environment &
Engineering*

2003 – 2011

In my role as BEE Executive Dean, I led the Faculty to develop a program of a new suite of undergraduate courses across 19 disciplines that saw the number of units reduced by 40% and a program of flexible Faculty-wide minors and majors. These new courses saw student numbers rise by 20%.

In realising the needs of the University for research transformation, my leadership of the Built Environment and Engineering faculty resulted in initiatives in living laboratories connected with urban challenges associated with the design of cities, transport, aviation, energy and healthcare.

My former Faculty expanded its activities to grow staff and student numbers by 40% and 20% respectively, while research and external income increased by 100% between 2005 and 2009.

Key Achievements

- Merged Faculties of Built Environment and Engineering, Science and IT into one of Australia's largest faculties saving \$7m and repositioning STEM at QUT.
- Participated in the development of a \$230m Science and Engineering Centre.
- Participated in establishment of an Institute for Future Environments, Institute for Health and Biomedical Innovation, and the Information Security Institute.
- Established externally funded research centres in the form of the Smart Transport Research Centre, the Centre for Unconventional Resources and the Australian Research Centre for Aerospace Automation and recruited the two professors that subsequently secured the ARC Centre of Excellence in Robotics.
- Oversight of CRC HQ's in Construction Innovation and Integrated Engineering Asset Management and CRC nodes in Railway Technologies, Satellite Systems, Spatial Information, Automotive Technologies, and Interaction Design.
- Lead role in establishment of 7 year, \$15m Shell Project Management Academy
- Secured more than \$10m of SSRFF funds for large scale research facilities in Unmanned Airborne Vehicles and Medical Engineering
- Secured BHERT awards for 3 projects in Airport Development, Aerospace Research, and Community Development and overall QUT BHERT recognition.

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University of Salford, UK

Head of School

1999-2003

Director of Construct
IT Centre of Excellence

1995-1999

Professor in
Construction IT

1996 – 1999

Senior Lecturer

1993 – 1996

At Salford, I led the largest and most successful Built Environment group in the UK achieving successive 5* RAE outcomes and a Queens Anniversary Prize in 2000 for the Construct IT Centre of Excellence, which was appointed by the UK Minister for Construction as the National Construction IT Strategy implementation body.

My endeavours also secured an EPSRC Integrated Graduate Development Scheme in conjunction with large contractors, IT companies, and design and engineering consultants providing industry-relevant, research-led postgraduate training to transform the UK construction industry.

I was appointed as coordinator of the *Conseil International du Batiment* Working Commissions W78 and W89 for IT in Construction and Education in the Built Environment and Research as recognition of my research and leadership ability.

I was the Deputy Director of the Learning and Teaching Support Network UK government teaching and learning centre of excellence for the Built Environment known as CEBE. This centre facilitated teaching improvements in the discipline across more than 100 UK Universities.

Key Achievements

- Led a program of EU funded projects jointly with VTT in Finland and CSTB in France that formed 40% of EU total funding to Construction IT research.
- Led the School of Construction and Property Management at Salford as Head in achieving 5* rated research through 3 successive RAE rounds.
- Grew income by 78% in 3 years to be the largest UK Built Environment School.

National University of Singapore

Senior Lecturer

1988-1993

Working in Singapore gave me insight into important aspects of construction and development, construction industry policy, and linking academic endeavour to major development projects with a number of contractors, clients and consulting organisations throughout the Asia Pacific region. Here I engaged in collaborative work of an inter-disciplinary nature into aspects of construction education in an unfamiliar cultural setting. I developed and have maintained a good understanding of the Singapore and broader Southeast Asian context.

My time in Singapore also allowed me to establish close ties with a range of Asian Universities and government organisations predominantly in Malaysia, Indonesia and Hong Kong which I have subsequently grown with links in China and India.