

UNIVERSITY OF
BIRMINGHAM



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Managing Consultant, Wavelength Marketing

Hello

Started my PhD (October 2006)

Defended my PhD (September 2009)

Run a branding agency (now)

The best brands tell stories

I'm going to tell my PhD story





THE GOOD THE BAD AND THE UGLY

The Good

- Expert
- Careers
- Value
- Rewarding
- Schools
- Friends
- Skills



The Bad

- Isolation?
- Money?
- Monotony?
- Blind alleys?
- Supervision?



The Ugly

- Ego of “Dr.”
- Giving up
- Losing Focus





**THE
GOOD** **THE
BAD** **AND THE
UGLY**

The Great!!

“once you’ve got it son no one can take it away from you”



Thank you
Been a pleasure
@onthewavelength

