



Dr Barbara McCrory

Barbara has over 30 years in the field of business at Director level. She currently holds a number of roles including: Lecturing with Edinburgh Napier University and Teesside University in the subjects of Entrepreneurial Leadership, Business Growth and Professional Selling and negotiations and holds the position of Managing Director / International Partnerships with Cormack Consulting Group who facilitate business between international countries helping companies develop and grow and Transform Business Consulting a company she set up to assist companies transform their businesses. She is also a trainer and advisor in business development for Scottish Development International and Ayrshire Council and has recently completed a large mentoring programme for businesses across Northern Ireland for Invest Northern Ireland. She has been active in accelerator programmes for businesses across Scotland with Scottish Enterprise.

She holds a Doctorate in Business, an MBA in Retailing and a Degree in Marketing and has completed courses in mentoring and coaching.

Her workshop and training topics for higher education and across the SME sector are: Entrepreneurial Leadership, Entrepreneurship, Productivity through people, Managing Change, Business Growth, Managing Millennials (understanding the current generational muddle) Internationalisation, Sales and Negotiations, Customer Service, and International Sales Management.

Barbara is a visiting lecturer with the Stockholm School of Economics delivering lectures on Consumer Behaviour, and International Selling and Negotiations

She is also an invited speaker at European business conferences and seminars across topics such as “Internationalising your Business”, “Working in the UK Market”, “Managing Risk in Business” and “The UK Food and Drink industry”.

She started her trade with Tesco working her way up to Trading Director with a final responsibility for over £400 million sales and led a team of over 30 people. Her career expanded into other areas such as General Manager, Commercial and Marketing Director for a number of different companies and across different industries. Her experience allows for a fuller understanding of leadership, management, business development, procurement and exporting across large and small companies and across industries.

She also is a business consultant and has worked with some of the biggest brand names such as Mars, Masterfoods, Unilever, Dolmio, Heineken, Hellmans, Flora, Nivia, Walkers and Johnson Brothers.

Barbara is also a mentor for a number of companies with the Scottish Chamber of Commerce.

Her publications include: "Customer Retention through the equal incorporation of continuous improvement, culture and customer service" and "A holistic framework to embed good company practice for customer retention".