

GEMMA CARPENTER

Gemma Carpenter is Marketing and Partnership Manager looking after Business Engagement Marketing at the University of Strathclyde. With over 13 years' experience in marketing having worked across the public and private sector for organisations including Braehead Shopping Centre, Glasgow City Marketing Bureau and Glasgow and Aberdeen Airports.



As part of her role at the University one of the key projects she works on is Glasgow City Innovation District (GCID), Scotland's first Innovation District, supporting businesses collaborate and innovate. Her work involves developing the District events programme to support networking and peer to peer learning for organisations across Glasgow and beyond. Most notably she has been part of the development and delivery of Glasgow Tech Fest, the first tech and digital event in the city to support the tech, digital and creative ecosystem that is building in the city. She also drives the international work for the District and alongside her colleague secured Glasgow as the host city for the International Association of Science Parks and Innovation Areas (IASP) European Division Conference for 2024.

Gemma's responsibilities also include the development of marketing activity for the University's Technology and Innovation Zone and supporting colleagues across the Innovation and Industry Engagement Directorate.

She is passionate about marketing and supporting the business community in Glasgow and beyond.

Outside of work Gemma enjoys keeping fit through running and weight training and is a lover of a good hazelnut latte.