

## Speaker biographies

**Sally Dunsmore** is currently the Festival Chief Executive and Director at FT Weekend Oxford Literary Festival which she co-founded in 1997. The festival was previously sponsored by The Sunday Times. The festival is now the most prestigious and distinguished public cultural event staged at any University in the world. She is also the Festival Director and co-founder of Blenheim Palace Festival of Literature, Film and Music. At the request of HM Government of Gibraltar, she established the first Gibraltar International Literary Festival in 2013; was Director for three years and since then has been consultant to the event.

Sally started her career in Publishing, working for OUP and Phaidon Press and later working for the Museum of Modern Art Oxford (now known as Modern Art, Oxford). Sally was the Founding Director of Conference Oxford in 1994, promoting the facilities of the colleges and university departments to national and internal markets building a turnover from 8 million to 38million pa. She stood down in 2015 to concentrate on her festival projects.

**Dr Nicole Ferdinand** is a Senior Lecturer in the Oxford School of Hospitality Management (OSHM), Oxford Brookes University. She regularly publishes in the areas of Tourism, Culture, Events and Project Management. Before joining OSHM, she was a Senior Lecturer in Events Management at Bournemouth University. She has also been a Visiting Lecturer for the Stenden University of Applied Sciences in Leeuwarden, in the Netherlands and the Haaga Helia University of Applied Sciences in Porvoo, Finland. She holds a PhD in Culture, Media and Creative Industries from King's College, London, as well as an MSc in Marketing and BA in English from the University of the West Indies, St. Augustine.

**Sarah Franklin** is a Senior Lecturer at the Oxford International Centre for Publishing. Her focus is on fiction and non-fiction, and on storytelling across platforms for a variety of purposes. Her research interests include diversity and inclusivity in contemporary trade publishing, and the related role of language and audiences.

Sarah worked globally in trade publishing for many years, specializing in sales, marketing and PR. She is the author of two novels: *Shelter* (2017) and *How To Belong* (2020), both published by Bonnier Zaffre. She graduated in Modern and Medieval Languages from the University of Cambridge and obtained her PCTHE at Oxford Brookes University.

**Guido Guerzoni** (1967) is a manager, educator, designer and author who the last thirty years has been interested in the history and economics of art markets and collectible goods in the modern and contemporary age and in issues of the economics and management of cultural institutions. Since 1996 he has taught at the "Luigi Bocconi" University in Milan, where he is currently Adjunct Professor of "Museum Management" in the BA in "Economics and Management in Arts, Culture, Media and Entertainment". He is a member of the Consiglio Superiore dei Beni Culturali e Paesaggistici of the Italian Ministry of Culture, Technical Advisor of the Museum of the Bank of Italy and Advisor of the Art, Culture and Historical Heritage Department of IntesaSanpaolo Bank. He was Deborah Loeb Brice Fellow at I Tatti - The Harvard University Center for Italian Renaissance Studies in 2003-4, won a full time research fellowship at the Getty Research Institute in Los Angeles, was visiting professor in 2008-9 at the Victoria and Albert Museum in London, in 2009-10 at Christie's Education.

He is the author of 120 academic publications, of which 40 are international: among his latest monographs: *Museums on the map 1995-2012*, *Allemandi 2014*; *Apollo & Vulcan, The art markets in Italy 1400-1700*, Michigan State UP, 2011; *Apollon et Vulcain. Les marchés Artistiques en Italie (1400-1700)*, Les presses du réel, 2011. He collaborates with RAI, *Il Sole24ore*, the newspapers of the Gedi-Espresso group and *Il Giornale dell'Arte*.

Dr **Miriam Johnson** is a Senior Lecturer at the Oxford International Centre for Publishing. Her professional career includes work as a second hand and collectible bookseller, founder of *The Istanbul Review*, and in working with Scottish PEN and Scottish Book Trust, as well as developing an immersive literature project in Edinburgh in conjunction with The Bridge Awards and Edinburgh UNESCO City of Literature ([echoesofthecity.com](http://echoesofthecity.com)).

Her academic research blurs the lines between creative writing and publishing in digitally social settings. She is currently researching the relationship between social media platforms, the writers and communities they produce, and the traditional publishing industry – including the roles of gender, genre, and the power dynamics involved.

**Julianne Mooney Siron** is Director for Dublin Book Festival. She has worked with Dublin Book Festival since 2010. Dublin Book Festival is one of Ireland's largest book festivals, showcasing Ireland's writers, illustrators, poets and publishers since 2006.

**Catherine Moylan** is a Senior Lecturer at Munster Technological University in the South West of Ireland. Having qualified as a Chartered Accountant, she has experience in working with a wide variety of organizations and subsequently decided to lecture in the areas of Finance, Entrepreneurship & Corporate Governance. She is a native of Listowel and has previously volunteered with local marketing & tourist organisations to promote the area & its literary heritage. Having experienced the magic of Listowel Writers' Week as a child, she began volunteering at the festival in 2014 and became Chairperson of Listowel Writers' Week in 2019. Listowel Writers' Week was due to celebrate its 50th year in 2020 but took the decision to postpone the festival due to Covid 19. This year, it plans to deliver a virtual festival with hopes to return to a physical festival as soon as circumstances allow.

Dr **Bernadette Quinn** is a senior lecturer at Technological University Dublin (TU Dublin). She has written extensively about arts festivals and cultural events, being interested in the roles that they play in transforming space, reproducing place and shaping identities. Heritage studies and gender issues are further interests. She has held External Examining roles at a number of third level institutions in Ireland, UK, Norway and Australia. Bernadette sits on the Editorial Advisory Board of the *Journal of Policy Research in Tourism, Leisure and Events* and the *Journal of Heritage Tourism*. She is widely published in international tourism, urban studies and geography journals and edited collections, and she published her first book *Key Concepts in Event Management* (Sage, London) in 2013. Currently, she is the Irish Principal Investigator on a Humanities in the European Research Area (HERA) funded research project on Festivals, Events and Inclusive Public Spaces.

Dr **Giulia Rossetti** is a Lecturer in Events Management in the Business School, Oxford Brookes University. She teaches modules related to events, festivals, and marketing. Her PhD research at the

Technological University Dublin explored cultural capital development at literary festivals in Ireland and in Italy. Giulia's areas of expertise are: understanding festival and event experiences using cultural sociology and serious leisure theories; festival socio-cultural impacts; and the educational value of festivals and events. Her current research interests include the conceptualisation of event participation, and the well-being outcome of event & festival participation.

**Michela Zin** is the director of the Pordenonelegge.it Foundation which organizes the Pordenonelegge festival. The festival was founded in 2000 when she was working in the local Chamber of Commerce dealing with the promotion of the area. Today the Foundation is a cultural agency that works throughout the year on national and international projects related to the world of books.