

## **Mike Ridgway Appointed Guest Lecturer**

### **Leeds University Business School**

**Mike Ridgway**, a former senior executive of Chesapeake Branded Packaging and Field Packaging of Lidget Green, Bradford and subsequently Managing Director of Weidenhammer Packaging U.K., has been appointed a guest lecturer at Leeds University Business School.

Mike who obtained an MBA at Leeds in 2001 and who had also previously attended the London Business School retired in 2010. He then established the Consumer Packaging Manufacturers Alliance to act as a spokesman representing the packaging industry in discussions with the Government in London and the E.U. in Brussels regarding packaging regulatory issues.

Mike said he was delighted to have been appointed to perform this role and saw it as an opportunity to contribute to business education using his experience gained over many years. He will be concentrating on strategic business issues with his first lecture titled... '**Identifying Partners for Strategic Alliances and Joint Ventures**' ...delivered to students during this week.

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## Mike's new role as guest lecturer

FORMER  
Bradford print  
boss Mike  
Ridgway  
(pictured) has  
become a  
guest lecturer  
at Leeds  
University  
Business



School, where he gained an  
MBA in 2001.

Following his retirement in 2010,  
the former senior executive of  
Chesapeake Branded  
Packaging and Field Packaging,  
and later managing director of  
Weidenhammer Packaging UK  
established the Consumer  
Packaging Manufacturers  
Alliance to act as a spokesman  
for the industry in discussions  
with the UK Government and  
the EU in Brussels on packaging  
regulation.