

CURRICULUM VITAE

Profile

Dr Lynn Wilson is the Adam Smith Research Fellow, a post-doctoral position, at the Adam Smith Business School, University of Glasgow. She is an award-winning Knowledge Exchange champion, in the field of consumer behaviour and the circular economy. Experienced in qualitative research methodologies, applying an ethnographic approach to consumer behaviour research. Lecturer and MSc supervisor in ethical and sustainable business models, circular economy, and consumer behaviour. Successful funding bid writer and academic project management. Prior to completing her PhD (2018 -2022), she was part of the Circular Economy team, Zero Waste Scotland, initially as the Textile Manager (2013-2016), implementing a three-year circular capacity building strategy in the Scottish textile sector, and leading on Scotland's implementation of the Sustainable Clothing Action Plan (SCAP) and the UK, Love Your Clothes campaign. From 2016 - 2017, she held the Circular Manufacturing portfolio (2016 -2017), Zero Waste Scotland, implementing an Industry 4.0 digital, circular strategy, within the National Manufacturing Action Plan. A seminal life experience of working in international development, teaching textile design and production, in Botswana, from 1996 -2000, has shaped her research interests and commitment to identifying solutions to reduce the climate crisis.

In 2022, Dr Wilson launched Circular Design Synergy, a business consultancy supporting businesses transition to circular practice, by offering research, training and thought leadership. Research was supported by Creative Informatics, University of Edinburgh, Creative Entrepreneur programme to investigate and develop a Circular Material Repository.

Education

- 2018 – 2022 Doctor of Philosophy (Management)
Adam Smith Business School, University of Glasgow
Thesis Title: Cleaning the Loop. Driving Consumer Clothing Circularity.
The PhD investigated consumer lived experience and perception of contamination during clothing disposal decision making that impacts micro to macro holistic and industrial clothing and textile circulation systems. Available 2025, publishing pending.
- 2017 – 2018 Master of Research (Management),
Adam Smith Business School, University of Glasgow
Dissertation: 'A Study of Clothing Disposal Behaviours of Consumers in Edinburgh. Understanding the Barriers to a Closed-loop Clothing System'.
Taught Courses: International Business Ethics, Introduction to Social Theory for Researchers, Marketing Ethics and Society, Management Research Methods, Qualitative Methods and Applied Qualitative Methods, Quantitative Data Analysis, and Research Master Class
- 1993-1994 Master of Art (Textile and Fashion)
Nottingham Trent University
Fashion knitwear and textile design for commercial practice.
- 1988 – 1992 Bachelor of Design (Honours) Constructed Textiles, 2:1
Dundee University
Knit design, weaving construction, fine art tapestry and papermaking.

Higher Education Employment

- Sept 2023 – current Adam Smith Research Fellow. 80/20 Research and Teaching Contract
Adam Smith Business School, University of Glasgow
This is a two-year career development post, that is self-directed.
Teaching has included supervision of students undertaking MSc Marketing (online) courses and 4th year undergraduate Business Ethics which has included designing course materials discussing Environmental, Social and Governance (ESG) policies and setting the module assignment and marking student exams.

CURRICULUM VITAE

- Nov 2020 – Feb 2024 Visiting Lecturer, MSc Fashion Management
School of Fashion, University of Westminster
'Introduction to Circular Fashion for Business.' and 'Introduction to Circular Design Principles for Fashion.'
- Sept 2023 – current External Examiner, MSc International Fashion Marketing
Robert Gordon University, Aberdeen
Independently assessing course content, giving feedback and advice to improve courses and ensure all coursework integrates sustainability topics. Sampling student assignments and reviewing for fairness across grades. Attending meetings online and in person as required.
- April – August 2023 Dissertation Supervisor, MSc Management.
Adam Smith Business School, University of Glasgow
Supervising 7 students. 12-15,000-word dissertations ranging from the application of design thinking in textile family businesses in Pakistan to the use of design innovation in the electric vehicle sector.
- April 2021 – July 2023 Dissertation Supervisor, MSc in Advanced Environmental Sustainability
Edinburgh School of Architecture and Landscape Architecture, University of Edinburgh
Supervised architecture and built environment MSc students with 12-15,000-word dissertations related to environmentally sustainable design strategies.
- October – April 2023 Research Associate, Consumer and Industry, Co-design Project
Adam Smith Business School, University of Glasgow
Set up a Project Advisory Group, made up of consumers and relevant organisations and collaborators and developed a consumer and industry co-designed film. Premiered film, Scottish Parliament Cross Party Working Group – Circular Economy, on an event (19th April, 2023)
- February 2022 & 2023 Adjunct Lecturer, MSc International Management. Digital Marketing strategy module.
Adam Smith Business School, University of Glasgow
Designed a series of in-person and recorded lectures, on the theme of digital marketing sustainability, coursework marking and collaborating with colleagues on course content.
- June – October 2022 Research Associate, Creative Director of a Series of Audio-Visual Podcasts
Adam Smith Business School, University of Glasgow
Development of my PhD thesis, as a series of six audio-visual podcasts, that examine each chapter of the thesis, inviting leading international policy and academic experts in the fields of consumer behaviour, circular economy and clothing use, disposal, and circularity to discuss key themes related to the research field.
- April 2020 – Sept 2022 MSc Dissertation Supervisor, Environmental Sustainability Education
Centre for Education, and International Development, Moray House, University of Edinburgh
Supervised a total of 10 students, 12-15,000-word dissertations related to sustainable education and the United Nations Sustainable Development Goals.
- June – September 2022 Post-doctoral Researcher, Circular Wool Project
Centre for Circular Design, University of the Arts, London
Self-directed research, investigating and mapping the UK wool industry through a circular design lens, applying a multi-method, qualitative research methodology, and a quadruple helix framework to support internal direction on future wool projects. Produced an 18,000-word report, on the future of the UK wool sector.
- April – June 2022 Research Associate, Modern-Day Slavery – Consumer Perspectives
Adam Smith Business School, University of Glasgow

CURRICULUM VITAE

Set up and interviewed 10 leading policy experts in the field of forced labour for a project in collaboration with Melbourne University, examining the effectiveness of the Modern Slavery Act.

- Jan 2018 – 2022 Visiting Lecturer, Adam Smith Business School, University of Glasgow
Introduction to Circular Business Theory - MSc Retail Marketing, MSc Global Perspectives in Marketing Ethics and MSc Global Business Ethics (adjunct).
- Jan 2020 – Nov 2021 Graduate Teaching Assistant, Adam Smith Business School, University of Glasgow
Facilitated tutorial groups with students on campus and online. Supported lecturers with teaching and marking of undergraduate and post-graduate assignments.
- Oct 2017 – May 2021 Visiting Lecturer. Textiles Department, Robert Gordon University, Aberdeen
Lecture title: ‘Introduction to Circular Design Principles’

Sample of Creative Industries Guest Lectures

- June 2021 Staff Training Lecture, Art and Design Department, Robert Gordon University
‘Mind Your Sustainability Language. An Environmental Lexicon.’
- March 2021 MSc Fashion Marketing, British School of Fashion, Glasgow Caledonian University
‘Introduction to the Circular Economy for Luxury Fashion Businesses’ (online)
- October 2017& 18 Business and Fashion Marketing Department, Glasgow Caledonian University
Lecture title: ‘Introduction to the Circular Economy for Fashion’
- October 2019 Gray’s School of Art, Robert Gordon University
Lecture title: ‘Policy Developments in Circular Textiles’
- February 2019 Keynote lecture. Centre for Circular Textiles, University of the Arts London
Lecture title: ‘Introduction to Circular Design Principles’
- Feb 2019/2017 Design School, Sheffield Hallam University
‘Principles of Circular Economy Design for Fashion and Textile Teaching Practice’
- October 2017 Dyson School of Design, Imperial College London
‘Introduction to Circular Fashion for Design Engineers’
- October 2015 Fashion Department, Bunka College of Art, Tokyo, Japan
Lecture title: ‘The Circular Fashion View from Scotland. Sharing Practice’
- October 2015 Tokyo Fashion Institute, Tokyo, Japan
Lecture title: ‘The Circular Fashion View from Scotland. Sharing Practice’
- February 2015 The National Institute for Consumer Research (SIFO), Oslo, Norway
Lecture title: Building a National Circular Textile Strategy for Scotland

Research Impact

- 31 January 2024 Formation of a Clothing and Textile Circularity Research Group, Scottish Parliament, supported by the Cross-Party Group for the Circular Economy.
- 19 April 2023 Presentation of ‘Evidencing the Need for a National Clothing Circularity Strategy’. A white paper presented to the Scottish Parliament, Cross Party Group for the Circular Economy

CURRICULUM VITAE

Premiere of Fabric of Society. Consumer and industry co-designed clothing longevity information film (8 mins). Directed by Dr Lynn Wilson, Produced by Fosho Film Company.
Adam Smith Business School, University of Glasgow.

22 March 2023 Adam Smith Business School in collaboration with the British Standards Institution to develop an industry symposium, at the University of Glasgow which showcased the film and informed the early-stage development of a BSI Sustainable Fashion Standard.

Selected Knowledge Exchange and Esteem

January 2024 Keynote Speaker and Workshop. Manchester Fashion Institute, Manchester Metropolitan University 'A Journey of Knowledge Exchange and Impact' sharing best practice in the transference of academic research to achieve academic and civic impact.

23 October 2023 Keynote Speaker. Hochschule Hannover, Germany
'Think Global, Act Local to Accelerate a Circular Economy'. Use-less Conference and one day workshop in collaboration with Professor Martina Glomb (ex-Vivienne Westwood).

23 March 2023 Organiser and Facilitator. Research and Standards Symposium, Adam Smith Business School University of Glasgow in collaboration with British Standards Institution (BSI)
This event was designed and managed by me, and explored the need for a Sustainable Fashion Standard, drawing evidence from my PhD research and has resulted in the formation of a Sustainable Fashion Standard committee.

November 2021 Keynote Speaker. COP 26, fringe event. Circular Glasgow, Glasgow Chamber of Commerce.
Speech about the role of young people as advocates for the shift to the circular economy.

November 2021 Keynote Speaker, COP 26, fringe event. NY Times Climate Hub, Glasgow.
10-minute presentation to a public audience of 200 attendees during a sustainable fashion event.
Speech covered global pollution and consumer responsibility.

June 2021 Workshop Facilitator. Glasgow City Council, Circular Glasgow, Zero Waste Scotland, and University of Glasgow. 50 invited guests from business, community groups and education.
Workshop explored the Circular Textile Road Map for Glasgow.

October 2020 Student Project Advisor, Dyson School of Design, Imperial College, London (online)
Exploration of design solutions to reduce face masks ending up in landfill.

August 2020 Sustainable Fashion Panel (Online). Indian Institute of Art and Design (IIAD), New Delhi

June 2020 Workshop Facilitator. Scottish Graduate School of Social Science, summer school (online)
2-hour interactive knowledge sharing workshop about developing successful fieldwork relationships with industry and policy organisations.

November 2019 Keynote Speech Writer, G7, Paris
Advisor to Dr Aileen McLeod, MEP. Attended G7 meeting and coached Dr McLeod to deliver a presentation about circular textile strategies in Scotland.

October 2019 Workshop Facilitator. Ethical Consumer Research Association, annual conference, London.
Introduction to the circular economy. Attended by 58 conference participants representing business, consumers, and education organisations.

September 2019 Working Group Participant. Ministry for the Environment, German Government
Working group for the development of a circular consumer clothing and textile strategy for Europe, Berlin.

CURRICULUM VITAE

Publications

- 2024 pending Title withheld. Marketing Theory (Impact factor 2.267/3*ABS) Wilson, L.
- May 2023 Book chapter 'Private Sufficiency, Public Luxury in Clothing Circularity' within "Research Handbook on Ethical Consumption: Contemporary Research in Responsible and Sustainable Consumer Behaviour" published by Edward Elgar Publishing. Wilson, L.
- November 2015 The sustainable future of the Scottish textile sector: challenges and opportunities of introducing a circular economy model. Text Cloth Sustain 1, 5 (2015). Wilson, L.

Conferences and Workshop Participation

- June 2023 Abstract presentation. A Review of the UK Wool Sector, 2022. Publication pending. Wilson L., Earley R., Hornbuckle R. (University of the Arts, London) Textile Institute World Conference, University of Huddersfield
- June 2023 Industry Report Presentation. Building a Circular Material Repository. Wilson L., Wood M., and McLaughlan H. 2023 Textile Institute World Conference, University of Huddersfield
- July 2021 Workshop Presentation. 'An experimental undergraduate case study'. This workshop explored the UNSDG framework as a tool to engage marketing students in ethical fashion. Academy of Marketing UK, Annual Conference (online)
- July 2021 Workshop Presentation. 'Rethinking post-consumer disposal messaging on the road to closed loop citizenship'. Academy of Marketing UK, Annual Conference (online)
- May 2021 PhD Research Poster Presentation. Cleaning the Loop. Driving Consumer Clothing Circularity. ClimateExp0 Conference, Cambridge University (online)
- October 2018 Workshop Participant. Sustainability Research Day, EM Lyon Business School, France

Awards

- March 2022 Turing Travel Award, University of Glasgow
One month research visit to Linkoping University, Sweden (May – June 2022)
- December 2020 Inaugural Knowledge Exchange Prize 2020
Adam Smith Business School, University of Glasgow
- May 2020 Runner Up. Knowledge Exchange Impact Awards
Scottish Graduate School of Social Science, Economic Social Research Council

Selected Grants (£1k+)

- January 2024 Ambitious Interdisciplinary Research Fund (£5000)
College of Social Science, University of Glasgow
Formation of a short life working group, collaborating with applied economists and sociologists to investigate tax incentivisation schemes to accelerate consumer participation the sharing economy (leasing, rental and repair). Completion July 2024.
- July 2022 Glasgow Knowledge Exchange Fund, University of Glasgow (£30,000)

CURRICULUM VITAE

Developed a six-month project of exhibitions and workshops, co-designed with a consumer committee in collaboration with the Scottish Libraries Information Council, to increase public knowledge of clothing longevity and circular economy. Completion March 2023.

- April 2022 Impact Acceleration Account, College of Social Science, University of Glasgow (£10,000)
Grant to develop a podcast series, disseminating the findings from my PhD research.
- March 2022 Adam Smith Business School, University of Glasgow, (£1000)
Travel fund. Towards costs of Turing Travel Award
- August 2021 Creative Entrepreneur Residency, Creative Informatics, University of Edinburgh (£12,000)
Towards the development of a Circular Material Repository, as part of the development of a new consultancy research practice, Circular Design Synergy (www.circular-ds.com)
- 2017 -2021 1+3 Economic Social Research Council (ESRC) PhD scholarship (£85,000)
Adam Smith Business School, University of Glasgow.
- February 2015 The Churchill Fellowship (£15,000)
One month trip to Japan, to research circular business models in clothing and textiles.

Training

- January – April 2021 Developing as a Teacher in Higher Education (DAT HE). University of Glasgow
- April 2021 Equality and Diversity Training, University of Glasgow
- May 2020 NVIVO Training, Scottish Graduate School of Social Science
- October 2019 Research Integrity Training, University of Glasgow