

Cambridge Judge Business School

CAMBRIDGE CULTURAL FINANCE FORUM

WHERE CULTURE MEETS CAPITAL.

Date: 18 May 2026

Location: Cambridge Judge Business School

Organiser: CAMSE (Culture, Arts, Media,
Sports & Education) SIG, CJBS

Scale: 150 participants

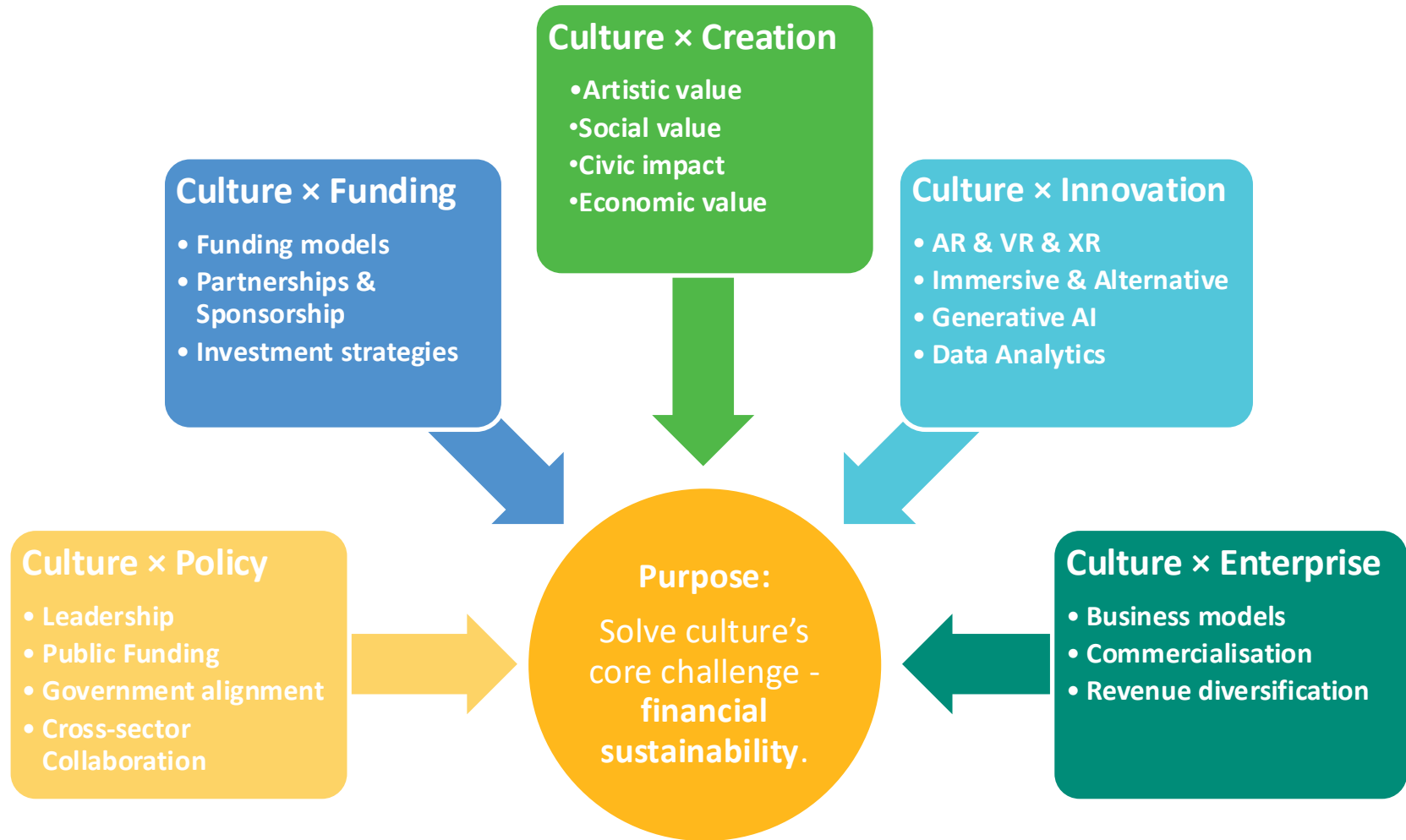


UNIVERSITY OF
CAMBRIDGE
Judge Business School

TheCambridgeMBA



Purpose & Outcomes:



Outcomes:

Clarity on financial sustainability | Realistic revenue frameworks

Cross-sector alignment | Next-step collaboration

Agenda

Time	Session	Description
09:00 – 09:30	Registration & Coffee	Delegate arrival, registration, and informal networking
09:30 – 09:45	Opening Remarks	Gishan Dissanaiké: Welcome address and framing of the forum
09:45 – 10:00	Policy Keynote	Sonita Alleyne OBE: Setting the scene: the role of policy in shaping cultural sustainability
10:00 – 11:00	Session 1: Culture x Policy	The role of public policy and cross-sector collaboration in supporting cultural sustainability
11:00 – 11:20	Coffee Break	Refreshments and networking
11:20 – 12:20	Session 2: Culture x Funding	Exploring funding models, partnerships, and investment strategies for cultural institutions
12:20 – 12:35	Cambridge Judge Spotlight	Allègre Hadida: Creative industries Judge: research, innovation, and enterprise
12:35 – 13:30	Networking Lunch	Curated networking across culture, finance, and technology sectors
13:30 – 14:30	Session 3: Culture x Creation	The balance of artistic, social, civic, and economic value in existing funding structures
14:30 – 15:20	Session 4A: Culture x Innovation (Experiences)	Immersive storytelling, XR, digital environments, and the future of audience engagement
15:20– 15:40	Coffee Break	Refreshments and informal discussions
15:40 – 16:30	Session 4B: Culture x Innovation (AI & Data)	AI, data, and organisational transformation in cultural institutions
16:30 – 17:30	Session 5: Culture x Enterprise	Commercialisation, business models, and revenue diversification
17:30 – 18:00	Closing Session	Lord Chris Smith: Key takeaways and future collaboration opportunities
18:00 – 19:30	Evening Programme	Drinks, live music, and creative performances

Opening

Welcome address and framing of the forum



Gishan Dissanaïke
Cambridge Judge Business School
Dean

Policy Keynote

Setting the scene: the role of policy in shaping cultural sustainability



Sonita Alleyne OBE
Master
Jesus College

Speakers: Culture x Policy

Exploring funding models, partnerships, and investment strategies for cultural institutions



Tami Hoffman
The Guardian
Director of Public Policy



Vincent Mak
Professor of Marketing, CJBS
Board member, University of Cambridge Museums
Chair of Trustees, Cambridge Museum of
Technology



Ben Lane
Arts Council England
Senior Manager for Enterprise &
Innovation

Speakers: Culture x Funding

Exploring funding models, partnerships, and investment strategies for cultural institutions



Rachel Tackley MBE
Arts Theatre Cambridge
Co-Chief Executive & Creative Director



Niamh Mulcahy
CRASSH, University of Cambridge
Executive Director of Centre for the Study
of Financial Insecurity (CSFI)



Niall Caldwell FCIPR
NatWest Group
Corporate Affairs Lead, Retail Banking



David Johnson
Arts Council England
Director, Strategic Partnerships and Place



Stuart Barr
Creative Industries
CEO

Cambridge Judge Spotlight

Creative industries Judge: research, innovation, and enterprise



Allègre Hadida

Cambridge Judge Business School
Associate Professor, Strategy and Entertainment Science

Speakers: Culture x Creation

The balance of artistic, social, civic, and economic value in existing funding structures



Simon Fairclough
University of Cambridge
Director of Centre for Music
Performance



Dr Juliette Fritsch
University of Cambridge
Director of Collections
Strategy



Dr. Anna M. Dempster
University of Cambridge
Head of the Wolfson Arts Committee,
Director of the ArtSpace 5-7 gallery



Sam Wilkinson
UCL East Campus
Director of Public Art and Director of Cultural
and Community Engagement

Speakers: Culture x Innovation (Experiences)

Immersive storytelling, XR, digital environments, and the future of audience engagement



Rodrigo Marques
Acute Art
CTO



Caylin Smith
Centre for Computing History
Trustee
University of Cambridge University
Libraries and Archives
Head of Digital Preservation



David Sabel
Lightroom
Executive Producer

Speakers: Culture x Innovation (Data & AI)

AI, data, and organisational transformation in cultural institutions



Paul Blundell

Arts Marketing Association
Head of Digital Research and Development



Nick Hodder

Computing's IT Leaders 100,
TEDx Speaker, Author

Speakers: Culture x Enterprise

Commercialisation, business models, and revenue diversification



Stefano Rivera
Scabal Group
CEO



Ida Levine
Creative UK
Non-Executive Director



Len Dunne
Curating Cambridge Ltd
CEO

Closing

Key takeaways and future collaboration opportunities



Lord Chris Smith

University of Cambridge
Chancellor

Former UK Secretary of State for Culture, Media and Sport
Former Chair, Environment Agency and Advertising Standards Authority
Former Master, Pembroke College, Cambridge

Structure & Governance

Organised by

CAMSE (Culture, Arts, Media, Sports & Education)

A cross-disciplinary interest group based at Cambridge Judge Business School

Led by MBA, MFin and EMBA participants

In collaboration with:

- Tech SIG (Cambridge Judge Business School)
- VC/PE SIG (Cambridge Judge Business School)

Hosted & Supported by

Cambridge Judge Business School

- Senior leadership support
- Venue provision
- Financial oversight and compliance

Collaborating Institutions

- Oxford Consumer, Media, & Lifestyle OBN
- UCL

Steering Committee



Juliana Kozak Rogo
Cambridge Judge Business School
MBA Director



David Whitaker
Cambridge Judge Business School
Director of Alumni & External Engagement

Advisory Board



Allègre Hadida
CJBS
Associate Professor,
Strategy and Entertainment
Science



Simon Learmount
CJBS
Associate Professor of Corporate
Governance
Board of Chanel



Cath Hume
Arts Marketing
Association
CEO



Sarah Thelwall
MyCake
Founder



Patrick Towell
The Audience Agency
Director of Creative
Economy & Policy



Julie Aldridge
Julie Aldridge Consulting Ltd
Consultant



Piers Sanders
Chief Product Officer
Sand Technologies



Hamza Mudassir
CJBS
Faculty, Strategy and Policy



Rachel Drury
Founder / Director
Collusion



Angus Finney
Fellow & Coach
CJBS

Team Structure



Laura Bryn Sisson



Nike Falade

Policy Session Leads



Zahra Mansoor



Naqsh Haque

Creation Session Leads



Wayne Ham

Innovation Session Lead



Joya Ma

Enterprise Session Lead



Becca Wang

Logistics Lead



Sue Park

Communication Lead



Cecilia Liu

Sponsorship Lead



Lori Zhao

Funding session & Forum Lead

Sponsors



ACUTE ART

Partners



CAMBRIDGE
ARTWORKS
& ARTSPACE



Ticketing

Ticket Type	Price	Quantity	Includes	Eligibility
VIP Ticket	£80	20	Front-row seating, full-day access, all sessions & speakers, lunch & refreshments, networking reception & evening programme	Open to all
Early Bird VIP Ticket	£60	20	Same as VIP (discounted)	Available until 30 April or sold out
Concessional Ticket	£35	15	Full-day access, all sessions, coffee & tea, networking, evening programme	Cambridge alumni & cultural/creative professionals
Cambridge Community Ticket	£20	15	Full-day access, all sessions, coffee & tea, networking, evening programme	Cambridge members (@cam.ac.uk email)
Student Ticket	£15	15	Full-day access, all sessions, coffee & tea, networking, evening programme	University students (valid university email)
JBS Student Ticket	£10	15	Full-day access, all sessions, coffee & tea, networking, evening programme	CJBS students only (CJBS email)