



Bob Stilliard

Bob is Director of Executive Education, and a member of the Ashridge Management Committee. Bob's current interests in finance are in strategic management accounting tools such as activity based management, and also in new approaches to performance measurement. Outside finance, his interests are in developing managers' abilities to take an integrated, cross-functional approach to business problems, particularly as businesses move from functional to process based management.

After graduating Bob taught Economics for two years and then moved into industry to qualify as an accountant. He held a number of financial management posts within the BAT Industries Group. His experience covered the full range of financial management functions, with a concentration on developing and implementing integrated accounting and management information systems.

Currently Bob is also involved in leading the education aspects of the BBC Leadership program, a major development initiative for all leaders within the BBC, in partnership with Ashridge.