

UNCONSCIOUS BIAS: HOW ANONYMOUS RECRUITMENT CAN IMPROVE DIVERSITY

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Kirsty has an MBA, a BA & BSc (Hons) in Interactive Multimedia from the University of Huddersfield and Social Psychology plus Philosophy from the Open University. A Chartered Manager of the CMI, Kirsty is currently completing a PhD in Business and Management. With a focus on latent and necessity entrepreneurial skills within individuals in marginalised communities.

Kirsty has run her own multimedia and digital agency since 2008. She is also the founder and managing director of an apprenticeship training provider. Delivering Digital Marketing apprenticeships and training across the UK, since 2014.

Her passion lies in giving back to her community. As well as her core business, she makes time to deliver a community-focused service that supports confidence-building, delivers career advice, and mentors individuals from marginalised groups to set up and run their own business. Throughout this, she focuses on generating local employment opportunities, promoting economic growth, and facilitating social inclusion. She is also a BAME ambassador at the University of Huddersfield.