

PROFILE: TIM ATTERTON.

Director - Entrepreneurship and Business Development Unit, Curtin Business School, Curtin University of Technology, Perth, Western Australia.

Tim Atterton comes from a strong family business background in the North East of England. Despite this pedigree, he enrolled on a law degree and graduated in 1976. However, he soon decided that the legal profession offered few entrepreneurial challenges and little excitement!

In 1979, Tim joined the faculty of Durham University Business School (DUBS) in the United Kingdom as a project manager in the Business School's world-renowned Small Business Centre. Initially, he was responsible for running one of the first dedicated small business "start up" agencies in the United Kingdom. However, he soon became involved in a variety of activities focusing upon broader aspects of enterprise, entrepreneurship and small and medium business development, including the launch of a University based venture capital company established to fund new businesses in the North East of England.

Tim left DUBS in 1982 to set up a regional development agency responsible for economic regeneration in the Tyne and Wear area of the U.K. This agency was one of a network of pilot initiatives established by the European Commission with the specific objective of testing alternative approaches to stimulate economic regeneration and job creation within a major urban conurbation. Independent evaluation recognized the Tyne and Wear project as the most successful within the pilot group.

He returned to Durham University Business School in 1986 as Director of the New Enterprise Development Project, and was appointed Executive Director of the Small Business Centre in 1991.

In June 2000, he accepted an invitation to become Director of the Small Business Unit at Curtin Business School, which he had helped to establish in 1995. The Unit has recently been renamed the CBS Entrepreneurship and Business Development Unit.

Tim's interest and expertise spans the spectrum of entrepreneurship, enterprise development, and small and medium business support. He has worked in this area for over twenty years in more than 40 different countries across Europe, Asia and Africa.



Tim's experience includes: -

- National SME policy formulation and implementation
- Business improvement and change management within independent growth-orientated businesses
- Financial management and control within the SME context
- The design, management and evaluation of SME support organizations
- Training and continuous professional development for business support professionals
- Bank - SME Policy and related relationship management skills
- The design and management of entrepreneurial cultures and organizations across sectors.

Over the past two decades, he has worked extensively with a range of prestigious international organisations including the World Bank Group, United Nations Industrial Development Organization, Commonwealth Secretariat and the European Commission.

Tim is a Fellow of the Royal Society of Arts (RSA), a Fellow of the Institute of Business Advisors (IBA), a Director of the Association of Enterprise Facilitators (AIEF), and a past governor of Durham University Business School. Currently, he chairs the Board of the Small Business Development Corporation of Western Australia.

Tim is married with two young daughters, aged five and nine, who occupy all his spare time!

Contact Details: Tim Atteron, Director, Entrepreneurship and Business Development Unit, Curtin Business School, Enterprise
Unit 4, De Laeter Way, Technology Park, Bentley, Perth, Western Australia 6102.
Telephone: 61 [0] 8 9266 4545 - Mobile: 61 [0] 401 103336 - Fax: 61 [0] 8 9266 4546.