

## THE-ICE Benchmarking Roundtable Series Presenter Profile



### Associate Professor Mark Freeman

Australian Business Deans Council (ABDC) Scholar  
Director Accreditation, University of Sydney Business School



Mark Freeman has been active leading and researching learning and innovation within business higher education and professional practice for nearly thirty years.

Currently he provides leadership across the sector as ABDC Scholar and within the University of Sydney Business School as Director Accreditation.

In 2010 he was Australian Learning and Teaching Council Discipline Scholar leading the national project for business that began with setting academic standards for accounting bachelor and coursework master degrees.

Appointed in 2011 his ABDC role focuses on national learning standards for bachelor and coursework master degrees in business, this includes projects setting standards for marketing and economics, and now with tourism and finance.

He is currently also joint leader of the national benchmarking project assessing learning outcomes. Mark has received multiple awards for excellence in teaching including from peak bodies, such as BHERT and AFAANZ, and the Australian government.