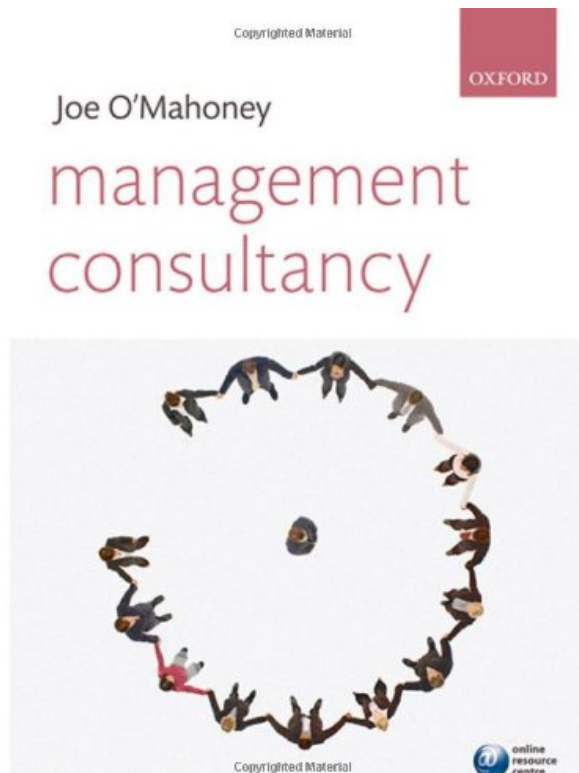


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Joe O'Mahoney is Lecturer in Organization Studies at Cardiff University Business School. Prior to this he was Lecturer in Organization and Technology at Lancaster University. Joe has held a number of positions in industry including the role of Senior Business Consultant at 3G Mobile where he was involved with the start up of the company. Joe was also Director and Co-founder of Stay Mobile, Technology Ltd, a company that develops and leases a product for recharging mobile phones in public places. Joe's areas of expertise are change management and consultancy, including innovation and entrepreneurship, cultural change, new product development, and systems design.

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