

# Dr Mark R Plaice

He/Him · Salford, UK · mark.plaice@gmail.com · 07940 983 084

PhD (KCL), MBA (Yonsei, Seoul), MSc Counselling & Psychotherapy (in progress), PG Dip HE (KCL), FHEA · Bilingual English–Korean

---

## PERSONAL STATEMENT

### I help people and organisations make sense of complex knowledge — and act on it.

Could your team use some transcultural **wisdom**, educated **critical insights**, detailed **evaluation**, and honed human **empathy**? I am a cross-cultural educator, researcher, and learning specialist with over 20 years of experience spanning higher education, corporate training, intercultural consultancy, and the public sector — in the UK, South Korea, and the USA. My career has taken me from coaching senior Samsung executives in Seoul and designing intercultural training for the Korean National Tourist Organization, to leading 250-student modules at UCLan, supervising undergraduate and postgraduate research, and securing over £45,000 in competitive research funding. **My aim is to explore roles where my experience, transferable skills, and genuine curiosity enable me to add real value, work with interesting people, and have a meaningful impact.**

What makes my profile stand out is the combination: I understand how adults learn, how organisations work, how cultures differ, and how evidence gets turned into action. I hold a PhD from King's College London, an MBA from Yonsei University Seoul, and a PG Diploma in Academic Practice (Distinction) — and I am currently completing an MSc in Counselling and Psychotherapy at the University of Salford. I am bilingual in English and Korean, have lived and worked in South Korea across nearly a decade in total, and bring deep expertise in East Asian culture, media, and business — a background increasingly relevant to organisations operating in or engaging with that part of the world.

I take what I call an **exploratory, evidence-based approach** to opportunity. I ground practice in evidence: I listen to people, check the data, and build through structured reflection. Right now, I am following the evidence of where my skills can create value, rather than locking myself into a single predefined role. That flexibility is not a weakness; it is how I work. It means you get someone who brings genuine breadth, fresh perspective, and the intellectual curiosity to keep learning. I have accumulated a rare combination of experience and skills, and I am here to put them to work somewhere they will genuinely matter.

---

## WHAT I OFFER: MID-CAREER VALUE

*Research on experienced professionals consistently shows that durable value — pattern recognition, judgment, risk foresight, and cognitive flexibility — compounds with career breadth rather than depth alone. Here is what that looks like in practice:*

- ▶ Pattern recognition — I spot risks and avoid repeating avoidable mistakes because I have institutional memory and cross-sector breadth.
- ▶ Judgment under ambiguity — I have navigated complex organisations, cross-cultural negotiations, and high-stakes communications. I make good calls.
- ▶ Reverse mentorship mindset — I learn from people around me, regardless of age or seniority, and I do it naturally.
- ▶ Cognitive flexibility — I separate durable principles from perishable methods. I update my practice; I do not cling to how things used to be done.
- ▶ Collaborative adaptability — I recalibrate to every team and context. Twenty years of teaching diverse cohorts trained this instinct.
- ▶ AI-ready and future-facing — I actively research and train others in AI adoption. I am not behind the curve; I am helping others get ahead of it.

---

## TRANSFERABLE SKILLS

### Learning & Development

- ▶ Curriculum and training programme design (HE and corporate)
- ▶ Coaching, mentoring, and one-to-one feedback delivery
- ▶ Facilitated workshops and large-group lecture delivery
- ▶ Adult learning principles; competency-based assessment
- ▶ Designed and delivered ADHD/ND student coaching programmes

### Research & Analysis

- ▶ PhD-level qualitative research design and execution
- ▶ Interview, ethnographic, discourse, and textual analysis
- ▶ Synthesising complex multi-source data into clear recommendations
- ▶ Evidence-based reporting for academic and policy audiences
- ▶ Psychometric administration (GAD-7, PHQ-9)

### EDI, Coaching & Wellbeing

- ▶ Co-Chair, UCLan Staff Neurodiversity Network
- ▶ Qualified Autism & ADHD University Student Coach
- ▶ Shortlisted: UCLan Gold Rose Award for Equality, Inclusivity & Diversity
- ▶ Accredited Training in Person-Centred Therapy and CBT
- ▶ Three active counselling placements: telephone, community, and student mental health

### Communication & Intercultural

- ▶ Bilingual English–Korean; used Korean as language of instruction for 14+ years
- ▶ 15+ international conference presentations; invited keynotes
- ▶ Investor relations writing and financial translation (Korean–English)
- ▶ Published EFL author; weekly press column; academic peer-review publications

## Leadership & Management

- ▶ Team leadership across HE, construction, and language school sectors
- ▶ Financial management: accounts, PAYE, VAT, cash flow (~£1M turnover)
- ▶ Competitive funding secured: £45,000+ from Korea Foundation, AKS, Confucius Institute
- ▶ Event and project management: international conferences, construction projects

## CPD: AI Adoption in the Workplace

- ▶ Active researcher and practitioner in AI-enhanced pedagogy and workplace AI integration
- ▶ Designed and trialled AI-assisted learning activities in HE settings
- ▶ Supports colleagues in building practical AI fluency — prompt design, tool evaluation, ethical use
- ▶ Committed to evidence-based, human-centred AI adoption

## CAREER HISTORY (2005–PRESENT)

---

### Lecturer in Korean Popular Cultures · University of Central Lancashire (UCLan), Preston

2017–2025

- ▶ Led two core modules with 250+ student cohort; coordinated teams of 2–4 associate lecturers
- ▶ Designed three new modules from scratch; supervised undergraduate and MRes dissertations
- ▶ FHEA Mentor/Assessor (2019–23); Ethics Board Assessor (2021–23); Co-Chair, Staff Neurodiversity Network (2024–25)
- ▶ Assistant Research Lead UoA 33 (2023–25); Korean Studies Subject Co-Lead (2024–25)
- ▶ Won £45,000+ in competitive research funding; REF 2021 contribution rated 3 stars
- ▶ Shortlisted twice for UCLan Student Union Gold Rose Awards

### Senior Teaching Fellow · SOAS, University of London

Autumn 2016

- ▶ Convened core Level 7 MA module: Theoretical Issues in Media & Cultural Studies
- ▶ Set up VLE collaborative tools; delivered weekly lectures; individual essay tutorials

### Graduate Teaching Assistant · King's College London, Film Studies

2013–2017

- ▶ Seminars across four modules; marked to tight deadlines; co-organised international symposia

### Visiting Lecturer · Korean National University of the Arts (KNUA), Seoul

2012–2013

- ▶ Designed and delivered two 16-week courses in Korean: Introduction to Film Theory and East Asian Action Film

### Operations & Financial Manager · Dreamhouse Development Ltd, London

2005–2007

- ▶ Full P&L responsibility for ~£1M-turnover construction company: accounts, PAYE/CIS (30+ staff), VAT, cash flow
- ▶ Set up double-entry accounting system; prepared corporation tax accounts; managed all subcontracting

## COUNSELLING TRAINING & PLACEMENTS (2023–PRESENT)

---

### MSc/PG Dip Counselling & Psychotherapy · University of Salford (BACP accredited)

2023–present

- ▶ Training in Person-Centred Therapy and CBT; top marks in Counselling Skills
- ▶ Three active placements: telephone long-term counselling · community face-to-face · student mental health
- ▶ Presenting issues: anxiety, GAD, bipolar disorder, complex grief, depression, addiction recovery
- ▶ DBS cleared · Student Member of BACP · Qualified Autism & ADHD University Student Coach
- ▶ Complete 115 hours of supervised placement training.
- ▶ BACP Member (Student level, full registration pending)

## EARLIER CAREER HIGHLIGHTS (SELECTED)

---

### EFL/Academic English Private Tutor

Self-employed, London · 2003–2015

- ▶ 14 years one-to-one IELTS, academic writing, and Business English tuition
- ▶ Used Korean as language of instruction to accelerate understanding

### Manager & Lead Instructor

English Mark Language School (own business), New Malden · 2003–2005

- ▶ Founded and ran private language school serving Korean community in London
- ▶ Recruited and managed teaching staff; ran all operations, marketing, and accounts

### English Communications Instructor

Samsung Electronics & KNTO, Seoul · 1996–1999

- ▶ One-to-one coaching of senior executives in Business English and cross-cultural negotiation
- ▶ Intercultural communications training for professional hospitality staff

### Investor Relations & Financial Translation

Samwoo Communications & Industrial Bank of Korea, Seoul · 2001–2002

- ▶ Korean–English translation of investor relations materials for major Korean corporations
- ▶ Copyedited annual reports for international investor audiences

## EDUCATION & QUALIFICATIONS

---

**2023–present:** MSc/PG Dip Counselling & Psychotherapy (in progress); University of Salford (BACP accredited)

**2013–2019:** PhD Film Studies; King's College London (Korea Foundation Fellowship)

**2013–2017:** PG Diploma Academic Practice in HE; Distinction; King's College London

**2007–2008:** MA Korean Studies; Merit; SOAS, University of London

**1999–2002:** MBA International Business; GPA 3.42; Yonsei University, Seoul

**1988–1991:** BA Humanities (Philosophy; 2:2; Greenwich University

Fellow of the Higher Education Academy; (Advance HE) DBS Cleared

Qualified ADHD/Autism Coach

## LANGUAGES & DIGITAL SKILLS

---

**English:** Native

**Korean:** Fluent — professional, academic, translation, instruction (14+ years)

**Chinese / German / Japanese:** Elementary

**Digital:** Advanced: Excel (financial modelling, payroll), Word, PowerPoint

: Intermediate: Moodle VLE, Mahara, lecture capture

**AI Tools:** Active practitioner — prompt design, AI-enhanced pedagogy, workplace AI adoption training

## SELECTED FUNDING, AWARDS & PUBLICATIONS

---

### Funding (£45,000+ secured)

- ▶ £17,400 — Korea Foundation (8th Korean Screen Studies Conference, UCLan, 2019)
- ▶ £14,000 — Korea Foundation Cultural Exchange Funding (2024–25)
- ▶ £4,200 — Association of Korean Studies Research Fellowship (2020)
- ▶ £6,000 — UCLan Internal Sabbatical Funding (2020)
- ▶ 48,000 Euros — Korea Foundation Graduate Research Fellowship (2010–2014)

### Publications & Recognition

- ▶ 3 peer-reviewed journal articles + guest editor, East Asian Journal of Popular Cultures
- ▶ 2 forthcoming articles: Korea Journal; European Journal of Korean Studies (2026)
- ▶ 2 published EFL textbooks (Neung Yule Publishing, Seoul, 2002–2003)
- ▶ REF 2021 contribution rated 3 stars
- ▶ Shortlisted: UCLan Gold Rose Awards (Excellent Feedback; Equality & Diversity)