

News Release



SRUC Appoints Colin MacEwan as Director of Commercialisation & Innovation

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Scotland's Rural College (SRUC) is pleased to announce the appointment of Colin MacEwan to the new senior post of Director of Commercialisation and Innovation.

Colin is currently head of the Norwich-based British Beet Research Organisation (BBRO), a position he has held for the past six years. When he joins SRUC later this summer, he will be responsible for leading the development and implementation of a growth-focused commercialisation strategy. He will be a member of SRUC's Senior Leadership Team.

Key priorities within his remit include championing an entrepreneurial culture across SRUC; maximising the development of new products, intellectual property and services to attract new customers, partners and investors; and driving effective business diversification and income generation.

SRUC's Principal and Chief Executive Professor Wayne Powell said: "As described in our [new strategic vision document](#), a crucial element of expanding SRUC's reach and impact is the need for us to be far more commercial and entrepreneurial, allowing us to maximise opportunities for sustainable growth. We have therefore introduced the new executive leadership role of Director of Commercialisation and Innovation to lead in this important area.

"We are really delighted to have attracted someone of Colin's calibre and experience to the position. We are confident that he will continue to build on his long track record of success and innovation within senior, commercially-focused agricultural roles and we look forward to welcoming him to SRUC."

Colin said: "There can be no doubt that future of Scottish agriculture will depend upon its capacity to innovate. I feel privileged to be in the position to help SRUC play a central role in supporting that innovation process and in so doing maintain and enhance Scotland's global reputation as an agricultural nation. SRUC has incredible resources in terms of its people, intellectual property and teaching expertise. I am excited about looking for opportunities where we can capitalise upon these assets to generate income that can be reinvested in growing SRUC as a force for positive change.

"In my career in the agricultural research and advisory sector I've come to realise that success depends on productive partnerships. My role at SRUC will be to actively seek out opportunities for sustainable partnerships that add value to our industry and the SRUC."

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A photograph of Colin is attached.

Biographical information: Born in Edinburgh and having spent many years working in Scotland, Colin has extensive experience in leading and managing change within agricultural research and advisory sectors. He has previously held a number of senior roles including those of Managing Director of Agrovista UK and CEO of The Arable Group, where he led the successful integration with NIAB. In his current role with the BBRO, he has been working with the NFU and British Sugar to build an effective research and advisory organisation for the UK sugar industry.

Scotland's Rural College supports innovation and sustainable development in agriculture and the rural sector in Britain and internationally. We are one of the UK's leading agriculturally-focused higher education institutions, offering a unique blend of research, education and consultancy.

SRUC's research and education activities operate from six campuses and eight farms and research centres across Scotland. Our consultancy arm, SAC Consulting, supports more than 12,000 farms and rural businesses across the UK from 25 consultancy offices and eight veterinary disease surveillance centres.

SRUC was established in 2012 through the merger of Barony, Elmwood, Oatridge Colleges and the Scottish Agricultural College (SAC).

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