

Professor Naomi Birdthistle

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Naomi has family businesses in her blood. For over 20 years she worked in the family business parttime (Funderland: the largest indoor fun fair in Europe which is now being co-led by the 3rd and 4th generation of the family) and was being groomed to take over the running of the business from her father. However, life took another path for her. She then followed her second passion and entered academia having completed a PhD on family businesses and established her own family business consulting company. Naomi's research has won many awards from the best doctoral dissertation award from the Family Firm Institute to conference paper awards. She has studied entrepreneurship and family business at the world's leading institutions – Babson College and Harvard Business School.

Naomi's research covers many areas within entrepreneurship and family business including entrepreneurship education, disadvantaged groups; succession planning in family businesses; and divorce in the family business. She has recently co-edited the eighth book in a 17-book series on family businesses and the Sustainable Development Goals (SDGs) published by Emerald. Naomi is teaching family business management to the future generation of Australian family business leaders at Griffith University.