



**PRESS RELEASE EMBARGOED UNTIL MONDAY 19<sup>TH</sup> MARCH**

## **Cass appoints Julia Hobsbawm as its first Honorary Visiting Professor of Workplace Social Health**

Cass is delighted to announce that [Julia Hobsbawm OBE](#) will continue her tenure as a member of faculty, but in a brand new role as Honorary Visiting Professor of Workplace Social Health.

Julia Hobsbawm originally joined Cass in 2011 as Honorary Visiting Professor in Networking, and during this period contributed significantly to the updating the understanding and perception of contemporary networking and the role of networks in society.

Her new role will focus on the area of productivity, creativity and wellbeing in the workplace in the 'always on' era, in the field of Social Health she has defined through her book *Fully Connected: Social Health in an Age of Overload* (out in paperback [22 March 2018](#)) which was the THES Book of the Week and which was shortlisted for both CMI Management Book of the Year and Business Book of the Year.

[Professor Marianne Lewis](#), Dean of Cass business School said:

“Julia Hobsbawm has become an influential thought leader in the field of modern connectedness and how we make sense of a complex and challenging landscape which is nevertheless full of opportunity. Her longstanding relationship with Cass remains an invaluable resource of learning and experience for our students and alumni. Social Health is her important contribution to the debate, and we welcome her new role which will continue to enrich our community.”

**Julia Hobsbawm** said:

“I could not be more delighted. Cass has always been ahead of the curve. Having served two terms for them looking at workplace networks and networking I am very excited to begin a new chapter focusing on Social Health and in particular the way the world of work can integrate human skills with technology to be engaged and productive.”

[Cliff Oswick](#), Professor of Organisation Theory said:

“What is exciting about this fresh appointment is that Julia understands the practical application of ideas and is developing highly interesting research collaborations we can explore to bring new evidence about the way the world of work is adapting to life as the workplace faces more volatile challenges in over a century.”



Julia Hobsbawm's work around connectedness at work and in the workplace arose out of her interest in networks and networking and has led to her lecturing globally about the concept to audiences ranging from the Drucker Management Forum in Vienna to the Foreign & Commonwealth Office. This summer she presents her work to the OECD and European Forum Alpbach and has just joined capital management firm Kronos' European Work Force Institute.

Julia Hobsbawm remains the chief curator of Editorial Intelligence, the networks, media and conference business.

## ENDS

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### For book enquiries please contact Bloomsbury:

**Fully Connected: *Social Health in an Age of Overload*** by Julia Hobsbawm is published in paperback by Bloomsbury Business on 22nd March 2018, priced £10.99. *Fully Connected* draws on the latest thinking in health and behavioural economics, social psychology, neuroscience, management and social network analysis. This book is an indispensable read for anyone interested in making change happen in the fully connected era.

For press enquiries about the book please contact Rachel Nicholson  
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### Notes to Editors:

**Cass Business School**, which is part of City, University of London, is a leading global business school driven by world-class knowledge, innovative education and a vibrant community. Cass has been at the leading edge of business education for 50 years, developing leaders who help businesses thrive through change and uncertainty.

Located in the heart of one of the world's leading financial centres, Cass has strong links to both the City of London and the thriving entrepreneurial hub of Tech City.

It is among the global elite of business schools that hold the gold standard of triple-crown accreditation from the Association to Advance Collegiate Schools of Business (AACSB), the Association of MBAs (AMBA) and the European Quality Improvement System (EQUIS).

The faculty at Cass are experts in their fields, producing cutting-edge research with real-world impact. The recent Research Excellence Framework results assessed 84% of Cass research to be world leading or internationally excellent.



Cass educates nearly 4,000 students each year on globally renowned programs across all levels of study from undergraduate, to masters, to Executive Education. On graduating, students join a 38,000 strong *alumni* community across more than 160 countries.

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