

The Honorary Graduand: Mark Edward Mason

The Orator: Professor James Longhurst

Mark Mason is to be awarded the Honorary Degree of Doctor of Technology.

Mark Mason was born in Wolverhampton in 1965. He started his education at Shrewsbury School and then went to The City University to read Electrical Engineering. After gaining his degree, Mark moved to Bristol to join Inmos, a former British semiconductor company, on their Graduate entry scheme.

After 5 years as a product marketing engineer, Mark left to set up a Bristol office of a London Business-to-Business marketing agency called Anderson & Lemke. During this time, Mark signed up for a diploma in marketing from the University of the West of England. The business grew well but eager to do his own thing, he left to set up his own business with a friend, Mason Zimble Digital Marketing.

Mark ran the business for 11 years, surviving the torrid times of the dot.com crash, 9/11 and Y2K, eventually selling it in 2008 to a large US Marketing Services company called Harte-Hanks.

After leaving the business in 2009, Mark set up Mubaloo (an amalgamation of 'balloons', 'mobiles' and 'cows') which is now the UK's leading enterprise app developer. The business employs over 50 people and works with some of the UK's largest organisations including Hargreaves Lansdown, the RAC, Aviva, the Met Office and PwC. Not only has Mubaloo grown to be a commercial success – it has also been acknowledged and applauded by the "app community" being recognised as App Developer of the Year 2012 & 2013 at the Appsters and holds a number of other awards for its work in creating transformative mobile tools.

Mark's hobbies include hot air ballooning, travelling and cooking and he is also a member of the Prince's Trust South West Leadership Group helping young entrepreneurs. Mark is married to Philippa and they have a wonderful daughter called Milly Molly Mason.

His claim to fame is that his Great Grandfather was one of the founders of Wolverhampton Wanderers and was the first Wolves player to play for England in 1887 beating Ireland 7-0!

The Honorary Degree is awarded in recognition of Mark Mason's contribution in the field of mobile technology.