

David M. Haddleton (DH) is a Professor of Polymer Chemistry, focussing on polymer macromolecules of designed, desired and targeted structures for functional and sustainable applications. He has mentored >80 successful PhD candidates. His work has been cited >26000 times (*h*-index = 88) and has been the recipient of awards including the MGUK Medal and the Chemistry World, "Entrepreneur of the Year". His research is aligned with industry with collaborations with Unilever, Lubrizol, Syngenta, BASF, DSM directed to sustainable polymers. He is the Director of our Polymer Characterisation RTP, which houses world-class characterisation facilities. His work focuses on sustainable solutions and in particular carrying out polymerisation under flow chemistry with a recently established flow laboratory with 4 flow chemistry reactors (plug flow and CST's) with thermal, photo and electrochemical capability with flow hydrogenation and a dedicated bench top NMR designed to flow reactions in flow in real time with the capability for feedback and AI for process optimisation *WP1*.