

UNIVERSITY OF STELLENBOSCH BUSINESS SCHOOL APPOINTS NEW DIRECTOR

February 2010: The University of Stellenbosch Business School (USB) has appointed Professor John Powell, Head of Marketing and Strategy at Cardiff University Business School (CARBS) in Wales, as its new director. Powell brings with him a wealth of international experience, which will further enhance the USB's global standing and strengthen its reputation as a centre of excellence for business leaders and managers.

In his current position at CARBS, Powell is responsible for the teaching and research delivery of a team of 30 academics, including six full professors. He is due to start at the USB on 1 May, taking over from Professor Eon Smit, who has held the directorship since 1996.

Professor Johann de Villiers, Dean of the Faculty of Economic and Management Sciences, said the selection committee was particularly impressed with Powell's strong track record and his unique combination of academic and industry experience. "Professor Powell has enjoyed a distinguished career in the military, industry and academia, and brings with him a wealth of experience from industry on the global stage. This will prove invaluable as we seek to strengthen our partnerships with business and industry players both locally and internationally."

USB has raised its international profile steadily over the past decade, becoming the first business school attached to a South African university to gain two international accreditations – EQUIS and AMBA – and has established partnerships with 70 international business schools. Last year the Aspen Institute's *Beyond Grey Pinstripes* survey placed the USB among the top 40 business schools in the world for encouraging social and environmental stewardship via its curriculum. The USB also received an A-rating as a school of 'international influence' in a global survey by EDUNIVERSAL.

De Villiers says that Powell has a keen understanding of the South African education and business landscape as well as a natural affinity with the objectives of the USB.

Powell said he was extremely flattered to have been appointed as the Director of USB and looked forward to the challenge of taking the well-established and highly respected business school into its next phase of growth.

"Through the inspiration and leadership of my predecessor, Eon Smit, the USB has become a high profile player, not just in South Africa, but internationally, as evidenced by its world-standard

academic, and industrial and commercial linkages. The teaching and research at USB are first class and I look forward to working with my new colleagues to leverage this to the benefit of South African students and industry. I see the role of a top business school as sustaining relevance to individuals, industry, policy and society and I anticipate building in this respect on the enviable foundations laid by my eminent predecessor.” says Powell.

Powell gained an MA in Engineering at Cambridge University, and later a PhD in Strategy at Cranfield University. Prior to his appointment at CARBS, Powell held a variety of academic positions in the UK, including Professor of Strategy at Southampton University and Professor of Strategic Analysis at Bath University. His research interests are in the application of mathematical and systems methods to strategic issues.

After an early naval career, Powell spent 16 years working at British Aerospace plc (Now BAE Systems) holding appointments as Director of Submarines, as General Manager of a prime contracting division and as Head of the large NATO/EU market for command and control systems.

Highly-respected for his knowledge on matters of defence, Powell has addressed the combined intelligence chiefs of the UK on Knowledge Management, as well as advising the Association of Business Schools on future forecasting. Powell also has considerable experience of consulting and of executive education, with clients which include British Energy, the UK and Spanish governments, Babcock plc and the Royal Pharmaceutical Society of Great Britain.

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About University of Stellenbosch Business School:

Since its inception in 1964, the University of Stellenbosch Business School (USB) has become a renowned player in the international business school community. The student body, which grows each year, presently comprises over 650 MBA students, some 150 students of two further Master's degrees, about 45 PhD students and several thousand students taking part in the wide range of shorter executive courses. The USB MBA offers a solid theoretical grounding for the practical, real-world application of management and leadership competencies in any business sector in South Africa, on the greater African continent, as well as in the global business community. The USB is the only business school of a South African university with two international accreditations: EQUIS from the European Foundation for Management Development and AMBA from the Association of MBAs. Visit www.usb.ac.za for more information.