



APPOINTED: Professor John Powell

Powell to head Business School

STAFF REPORTER

PROFESSOR John Powell has been appointed as the new director of the University of Stellenbosch Business School (USB).

Powell is the present head of marketing and strategy at Cardiff University Business School in Wales, and will take up his new position on May 1.

"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," Powell says.

Before his appointment in Cardiff, Powell also served as Professor of Strategy at Southampton University and Professor of Strategic Analysis at Bath University.

He also served in the British navy, and spent 16 years working at British Aerospace. In addition, Powell has provided consulting services with a variety of clients, including British Energy and the British government.