

MARKETING MANAGEMENT (MBAD822)

LIST OF INDUSTRY EXPERTS

EXPERT	DESIGNATION	TOPIC	YEAR
Prof Sam Fullerton	East Michigan University, Detroit, MI	Spies! The art of consumer surveillance	2018
Mr Christo van der Westhuizen	Founder and Managing Director of <i>BRAND et al Advertising agency</i>	The basics of brand development in (post) modern marketing	2018
Dr Hester Spies	North-West University, Potchefstroom	Digital marketing workshop (Karcher)	2018 & 2019
Prof DelaRey van der Waldt	North-West University, Potchefstroom	Branding: The case of the burning Ford Kuga	2018
Prof Frikkie Herbst	University of Western Cape, Cape Town	Understanding marketing analytics	2020

Prof Sam Fullerton



Professor of Marketing at Eastern Michigan University

Sam Fullerton received his PhD in Marketing from Michigan State University. His MS in Marketing and his BBA in Marketing were earned at the University of Memphis. Currently, he is a Professor of Marketing at Eastern Michigan University.

He has also served as a visiting professor/scholar at the University of Michigan, the University of Waikato (New Zealand), Queensland University of Technology (Australia), the University of Southern Queensland (Australia), and the North West University (South Africa) where he has the title of *Extraordinary Professor*.

His research primarily focuses on ethics, sports marketing, techno-marketing, and marketing education – much of it with a global perspective. In recent years, his research has appeared in *Sport Marketing Quarterly*, *the Journal of Applied Marketing Theory*, *the Asia Pacific Journal of Marketing and Logistics*, *the Australasian Marketing Journal*, and *Health Marketing Quarterly*. His article in *Sport Marketing Quarterly* was recognized as one of the best 20 articles in the history of that journal. Two other articles have been recognized for their high level of quality; these articles were published in the *Journal of Consumer Marketing* and *Marketing Intelligence: An International Journal*.

He has received 12 best paper awards at the AMTP, SMA, ENDEC, IBC, and IGBR conferences. He has also authored books on Sports Marketing, Contemporary Selling, and Marketing Research. Current contracts have him working on the fourth edition of his Sports Marketing textbook as well as a new book focused solely on sponsorship.

Mr Christo van der Westhuizen



*Founder and Managing Director of **BRAND et al**, the lead agency of the **et al** group*

Dr Christo van der Westhuizen is one of the founders and Managing Director of **BRAND et al**, the lead agency of the **et al** group, a constellation of – thirteen – specialised marketing companies which, over the past two decades, has evolved into an intellectual rendezvous and highly successful marketing group.

Christo has vast experience in the wider branding and marketing environment. His roots however, are in the academe, having served as Rector of the Open Window Graduate School of Visual Communication, and – earlier in his career – as Senior Lecturer in Media Studies at the University of Limpopo, and Lecturer in the Walter Sisulu University Foundation.

With a D Litt et Phil degree from the University of South Africa, Christo is considered by clients, industry colleagues, and the academe alike, to be a thought-leader in the fields of post-modern marketing and storytelling in marketing and branding. Boasting numerous academic publications on related topics, Christo is a firm believer in life-long learning, which, in fact, informs his recent decision to pursue a second doctorate.

Christo often reminds his staff and clients that creativity is an intellectual activity which should not be confused with taught skills like, say, the ability to play the guitar or draw beautiful pictures. That, he believes, underpins one of the biggest fallacies about the role of creativity in modern-day brand and business development. And, he often acknowledges that this philosophy has been key to his own personal and business success.

In an era in which the rapid semantic evolution of the term ‘brand’ signifies the direct correlation between marketing success and continued business relevance, Christo finds immense personal joy and satisfaction in playing his part in the engineering and (re)positioning of brands. Indeed, that is what Christo does best, as he orchestrates teams of intellectuals,

comprising strategists, planners, writers, journalists, producers and artists to work together to create powerful brand stories.

Over the years, Christo has had the privilege of working on brands from all industries, including the likes of Makro (Massmart), Redefine Properties, AVBOB, Atterbury, Elizabeth Arden, PSG, Sally Williams, BetterBond, Bidwest Protea Coin, and many more.

Christo is also an experienced television presenter and series producer. As a marketer and brand strategist, he has conceptualised and/or produced – conservatively – more than a thousand TV, print, radio and other advertising campaigns. In his spare time, Christo enjoys down-time with his wife and son. Then, late at night, when the house is quiet, he writes poetry to keep his mind razor-sharp.

Dr Hester Spies



Senior lecturer in the School of Management Sciences at the North-West University

Hester Spies is a senior lecturer in the School of Management Sciences. She lectures digital marketing to honours students, market research and services marketing to second year students. She holds a PhD (Marketing Management) specialising in services and relationship marketing. Her research focus area is customers' attachment to their employees, organisations and brands. She has experience lecturing at degree and postgraduate levels, mainly in the field of marketing with a focus on marketing planning, integrated marketing communications, relationship marketing, brand management, product management and marketing management. Hester has experience in engaging and organising various student projects which include composing and presenting digital marketing and integrated marketing communications plans to various businesses all over South Africa. Hester has authored and

co-authored several journal articles in her fields of specialisation, most notably published in the Journal of Financial Services Marketing, South African Business Review and Journal of Contemporary Management. She also acts as reviewer for the Journal of Contemporary Management, South African Journal of Economic and Management sciences and European Business Review and regularly presents papers at national and international conferences. She has supervised several honours students in the field of marketing to completion and is currently in the process of supervising master students.

Prof Frikkie Herbst



Head of Management in the School of Business and Finance &
Professor of Marketing at University of the Western Cape

Since joining academia in 1992 I held various leadership positions at higher education institutions in South Africa. During these years I gained valuable experience in senior management, strategic planning, research development, curriculum design and programme reviews and my participation had a definite impact. I am driven by a quest for excellence in teaching and research.

My passion for people makes me a servant to higher education and throughout my academic career I have also contributed to the improvement of society. I am an active member of the local and international teaching and research community as reviewer of academic journals, supervision of postgraduate students, postgraduate examiner and visiting professor to universities in France and Sweden. My engagement with industry is by means of consulting projects since 1999, focusing on strategic planning and the optimal functioning of the marketing function as the catalyst for building shareholder value and business success.

I worked with leaders and decision-makers in various industries and I mentor marketing

decision-makers on a middle and top management level. Hereby, I am committed to build and help leaders and organisations to adapt and to learn better in a dynamic environment. In recent years I have found great inspiration in interdisciplinary and cross-functional dynamics as drivers for success. I apply various models and frameworks to the uniqueness of the specific industry I am dealing with.

I joined the Milpark Business School as Head of Research on 15 January 2021 and I am also involved with part-time teaching on Honours level at UWC's School of Business and Finance and the Institute of Marketing Management (IMM) Graduate School of Marketing. Previously I was a Full-Professor at the University of the Western Cape and an Associate Professor of Marketing and Head of the PhD and MBA Programmes at the University of Stellenbosch Business School. I published in peer reviewed journals and presented papers at both local and international subject related conferences. I am the author of various chapters in local small business, marketing and tourism textbooks and co-author and editor of a Business Research Methods textbook. At the University of Stellenbosch (US) I received the Rector's award for excellence in teaching, the best paper award at the Twelfth Annual International Conference of Global Business and Technology Association (GBATA) and a Golden Key International Honours Society Stellenbosch Chapter recognition certificate for excellence in teaching.

Prof DelaRey van der Waldt



Director: School of Communication at North West University Potchefstroom Campus

DelaRey started his career at the University of Fort Hare whereafter he moved to the North-West University where he taught under-graduate as well as post-graduate courses in Communication. During his Sabbatical in 2001 in EDE, Christian University Ede (CHE) the Netherlands teaching Corporate Communication and Research Methodology and at the University of Washington, Seattle (USA) as part of the Comparative History of Ideas (CHID) program on sustainable development, facilitating developmental projects in Africa. Marketing Communication Consultant for the University and was appointed Executive Officer: Corporate Identity for the PU for CHE during 1997-2003.

Teaching organisational communication, strategic communication, post graduate courses in communication theory, research methodology, corporate reputation measurement and management. Visiting lecturer in Ede, Netherlands also at the Leibniz University Hannover and Volkswagen Headquarters in Wolfsburg, Germany on Corporate Reputation. Corporate Governance key note address in Salvador, Brazil for the ICEOM. Editor-and- Chief of the African Journal of Business Management (AJBM) 2007-2010, an ISI publication with impact value. Associate member of the Scientific Council of Rio's International Journal (RIJ) on Science of Industrial and Systems Engineering and Management (2007-2009).

Head of the Department of Public Relations and Business Communication. Post graduate supervision on corporate reputation (corporate identity, image and branding) measurement and management. Editor of the International Journal of Business and Emerging Markets (IJBEM) of the University of Winnipeg in Canada. Reviewer for the Journal of Global Business

and Technology (JGBAT) in the USA. Initiator and Track Chair: Communication Management at the Global Business And Technology Association (GBATA) in Istanbul, Turkey (2011) and New York City, USA (2012) as well as Helsinki (Finland) for 2013. A National Research Foundation (NRF) rated researcher in communication and reputation management. He then moved to his final employ, the North-West University where he served as the Director: School of Communication at North West University Potchefstroom Campus.

Note: Sadly, Prof van der Walddt lost his battle with cancer in 2020.