

CURRICULUM VITAE

Name	Dr Kosie de Villiers
Areas of expertise	Strategic Marketing Communication, Services Marketing and Marketing Strategy
Education qualification	BA degree in Psychology and Sociology, an honours degree in Business Administration (cum laude), an MBA (cum laude) with specialisation in Marketing Management, as well as a PhD (Business Management & Administration) from the University of Stellenbosch.
Career (condensed)	<p>His corporate work experience covers one year in the NGO sector, four years in broadcasting (the SABC) and more than eight years in the financial services industry (TrustBank and ABSA), where he worked in product development, product management and as head of Electronic Banking at Head Office and Marketing Head of the Regional Cape Head Office.</p> <p>He has more than twelve years business consulting experience in a wide range of industries, which include the NGO sector, national government, local government, FMCG, the food sector, wine, road freight, publishing, television, healthcare, and tourism. He specialises in marketing information and research (qualitative and quantitative), business and marketing planning, facilitation of planning sessions/workshops/participation processes, lecturing and training in various business fields, and marketing implementation programmes.</p> <p>He is also a contract lecturer in Marketing and related subjects USB Executive Development Ltd</p> <p>Kosie is an associate of the Swedish company BTS, the world leaders in business simulations who also owns Strategic Management Group (SMG) in the USA, and he is a Director of the NGO, Bergzicht Training Centre, in Stellenbosch.</p>