

Curriculum Vitae

DR BEVERLY CELIA SHRAND-STEIN

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ACADEMIC QUALIFICATIONS

PhD (Doctor of Philosophy in Business Administration) 2019

University of Cape Town, Graduate School of Business

MBA (Master of Business Administration) 2006 – awarded with Distinction

University of Cape Town, Graduate School of Business

BBusSc (Bachelor of Business Science Degree) 1990

University of Cape Town

Professional Certificate in Executive Coaching 2025*

University of Reading, Henley Business School UK

*30 credits towards Henley MSc in Coaching for Behavioural Change

ACADEMIC EXPERIENCE

Nov 2021 - Present Course Convenor, Systems Thinking Facilitator, Action Learning Coach (self-employed)

November 2010 – Senior Lecturer and Academic Director CEMS¹ Master of International Management
October 2021 University of Cape Town, Graduate School of Business

May 2007 – October Contract Lecturer, Course Convener and External Examiner
2010 University of Cape Town, Graduate School of Business

Academic Roles • MBA Dissertation Supervisor and Examiner (2011 - current);
at UCT GSB in • Internal Examiner for MPhil (Department of Mechanical Engineering) 2017;
addition to Senior • Internal Examiner for PGDip (2010- 2018);
Lecturer and • PhD proposal defence: reviewer/examiner
Academic Director: • Academic coordinator/course convener for various Executive Education
programmes, both credit and non-credit bearing (2010-current)

Journal - Shrand & Ronnie (2019): Commitment and identification in the Ivory Tower:
Publications: academics' perceptions of organisational support and reputation, *Studies in
Higher Education*, DOI: 10.1080/03075079.2019.1630810 2008 Impact factor:
2.854
- Blersch, Shrand & Ronnie (2020): Factors that keep engineers committed to their
organisations: A study of South African knowledge workers, *SAICE Journal of Civil
Engineering Vol 62 No 1*

¹ CEMS is an alliance of 34 of the world's top-rated business schools, founded in Europe in 1988.

Peer-reviewed
Conference
Proceedings:

- Do Academics Identify with their Institutions? A Qualitative Study of Academics' Organisational Identification ISBN: 978-0-9956413-2-7 *British Academy of Management Conference*, 3-5 September 2019, Birmingham, United Kingdom
- Affirmative Action Graduate Internship Program "Failures": A Psychological Contract Perspective 4th Global Conference on International Human Resource Management, 10 - 11 May 2019, Pennsylvania, USA
- Perceptions of Support and Reputation: Concurrent Influences on Affective Commitment and Organisational Identification ISBN: 978-0-9956413-1-0 *British Academy of Management Conference*, 3-6 September 2018, Bristol, United Kingdom
- Academics' Perceived External Reputation, Affective Commitment and Turnover Intentions: A Mediation Model ISBN: 978-0-7972-1729-4 *The Southern Africa Institute for Management Scientists Annual Conference*, 16-19 September 2018, Stellenbosch, South Africa
- Comparing Organisational Commitment Measures: A Study of South African Knowledge Workers ISBN: 978-0-7972-1729-4 (Second author) *The Southern Africa Institute for Management Scientists Annual Conference*, 16-19 September 2018, Stellenbosch, South Africa

AFFILIATIONS WITH OTHER INSTITUTIONS/ ORGANISATIONS:

- Henley Business School, South Africa: Programme Director, Action Learning Coach and Facilitator
- Gordon Institute of Business Science (GIBS): Systems Thinking workshops
- Solstice: full-day workshops
- Eliot Osrin Leadership Institute: full day workshops
- Journal Reviewer for *European Management Review* (2019)
- Conference Reviewer: Southern African Institute for Management Scientists (2018), British Academy of Management (2019) and Global International Human Resource Management (2019)
- DHET International Scholarships – reviewer
- Auditor General South Africa (AGSA), Groote Schuur Hospital, RCL Foods – private consulting

PROFESSIONAL/ COMMERCIAL EXPERIENCE

Jan 2007- Oct 2010: [Freelance Marketing Strategy/Business Consulting](#)

Contracted to/Clients:

- Direct Axis (Pty) Ltd (2007-2008) – **WesBank, a division of FirstRand Bank**, Sanlam Life Insurance Limited, Clientèle Life Assurance Company Limited
- Infochoice (Pty) Ltd (2008-2009) - The Standard Bank of South Africa Limited, Glenrand M-I-B
- Partners for Change (Pty) Ltd (2010) - ABSA Limited

Types of Projects:

- Research report on the viability of a call-centre training academy
- Secured government funding for a "learnership" programme
- Competitor Benchmarking research and analysis (banking industry)
- Research design for a blue-chip insurance company

Jan 2001 to Dec 2005: [Marketing Executive](#)
Employer: Direct Axis (Pty) Ltd, subsidiary of WesBank, a division of FirstRand Bank Ltd
Role: Development and implementation of marketing strategy to achieve business objectives for the WesBank Personal Loans division.
Responsibilities: Accountable for multimillion-rand annual marketing budget
Setting and achieving financial targets
Reporting to the Board of Directors

Oct 1998 to Dec 2000: [Marketing Manager](#)
Employer: HomeChoice (Pty) Ltd
Role: Marketing of catalogue products via direct mail. Managed a team of marketing analysts to execute the marketing plan.
Responsibilities: Direct Marketing strategy
Accountable for direct marketing budget
Reporting to the Board of Directors

May 1996 to Oct 1997: [Circulation Manager](#)
Employer: The Reader's Digest Association South Africa (Pty) Ltd
Role: Responsible for marketing the company's flagship product: South African Reader's Digest publication
Responsibilities: Achieving circulation and profitability targets.
Reporting to EXCO and Editorial Committee

Jul 1995 – Apr 1996: [Senior Product Manager, Africa Division,](#)
Employer: The Reader's Digest Association South Africa (RDSA)
Responsibilities: Responsible for marketing of various RDSA product lines in Zimbabwe and Kenya

Aug 1993 – Jun 1995: [Product Manager, Video Products](#)
Employer: The Reader's Digest Association South Africa (Pty) Ltd
Responsibilities: Responsible for the Video product line marketing strategy and implementation

Mar 1991 – Jul 1993: [Marketing Assistant, Music Products](#)
Employer: The Reader's Digest Association South Africa (Pty) Ltd
Responsibilities: Assistant to the Product Manager, Music Products
