

Jonathan Steyn PhD



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BIO

Dr Jonathan Steyn is a business strategist, educator, and wine industry specialist whose work advances collaborative approaches to market creation. He holds a PhD in Business Administration from the University of Cape Town Graduate School of Business (UCT GSB), where he convenes executive programmes in wine business management, wine marketing, and hospitality leadership, and teaches on visiting masters cohorts. He leads the South African module of the OIV MSc in Wine Management (Institut Agro Montpellier) and serves as President of the *Association Universitaire Internationale de la Vigne et du Vin (AUIV)*, an observer member of the OIV. His research examines strategic challenges shaping contemporary wine markets, focusing on authenticity construction, business collective action, and market creation across consumer, organisational, and global market levels. His foundational work on unlocking value from South Africa's old vineyard resources was followed by postdoctoral research exploring sustainability through premiumisation. Alongside his academic work, he advises organisations in areas such as collective strategy, regional identity, and brand innovation through his strategy agency, Collectivantage.

PROFESSIONAL EXPERIENCE: TEACHING / CONVENING

2024 – Present

President

*Association Universitaire Internationale de la Vigne et du Vin (AUIV) /
International Association of Wine and Vine Universities*

Chair of this organisation representing a network of over 40 universities across the globe with programmes dedicated to the wine. Comprises a

network of wine industry professional bodies and wine producers, and serves as an observer member of the OIV.

- 2023 – Present** **Convenor: Wine Marketing**
University of Cape Town Graduate School of Business, Executive Education
- Designing, convening, and lecturing in a blended format course (asynchronous and live online) focused on equipping students with practical wine marketing skills.
- 2015 – Present** **Convenor: The Business of Wine**
University of Cape Town Graduate School of Business, Executive Education
- Designing, convening, and lecturing in blended course (face-to-face, asynchronous and live online) focused on developing leadership, innovation and change in the wine industry.
- 2018 – 2021** **Convenor: B.Agric (Cellar Management)**
Elsenburg Agricultural College, Western Cape Dept of Agriculture, Stellenbosch University
- Designed, convened and lectured courses on wine value chain strategy, lean management and leadership and innovation for final year undergraduate students in the wine business stream.
- 2017 – Present** **Convenor: Hospitality Leadership Programme**
University of Cape Town Graduate School of Business, Executive Education
- Designing, convening and lecturing on this hybrid programme aimed at advancing leadership, innovation and business acumen amongst senior hospitality professionals.
- 2013 – Present** **Convenor: SA module for OIV MSc in Wine Management**
OIV and L'Institut Agro Montpellier
- Designing, planning, and convening a one-week intense study visit to South Africa every two years.
- 2019 – Present** **Lecturer: Various visiting MBA and masters groups**
University of Cape Town Graduate School of Business, Executive Education
- Organise practitioner engagement sessions and lectures on wine business, marketing and sustainability for visiting masters and MBA groups such as: Hochschule Kempton, Zeppelin University, Sun Yat-Sen Business School,

London School of Economics, Warwick Business School, Trinity College Dublin, Oxford University Said Business School, NYU Stern, Peking University, St Paul's (Brazil).

PROFESSIONAL EXPERIENCE: RESEARCH

- 2023 – 2025** **Postdoctoral Research Fellow**
University of Cape Town Graduate School of Business
- Fellowship granted for premiumisation study by SA Wine (umbrella body for the South African Wine industry)
- 2022 – 2025** **Research programme leader: Premiumising the South African country wine category**
University of Cape Town Graduate School of Business and School of Management Studies – Funded by SA Wine
- Projects include: 1) Primary comparative study on country brand value performance in the southern hemisphere, 2) The impact of sub-categories on premiumisation; 3) Longitudinal study on subcategory premiums; 4) Economic study on drivers of grape price variability.
- 2017 – 2021** **Research programme leader: Unlocking value in South Africa's old vine resources**
University of Cape Town Graduate School of Business and School of Management Studies – Funded by SA Wine
- One paper published and two in progress: 1) Comparing subconscious and conscious consumer responses to old vineyard cues; 2) A PLS-SEM paper explaining consumer response to the old vineyard category including likelihood to purchase.

PROFESSIONAL EXPERIENCE: BUSINESS

- 2020 - Present** **Collectivantage (Pty) Ltd - www.collectivantage.com**
Founder and director
- Boutique agency focusing on business and collective strategy, brand innovation, project management, creative content, and stakeholder facilitation.
- 2013 - 2019** **Authentic Research**
Owner
- Various practitioner-focused research and advisory projects.

- 2007 - 2011** **GQ Magazine South Africa**
Contributing editor
- Held a monthly column and contributed features on wine, restaurants and travel for this national publication.
- 2002- 2011** **Slick Restaurant Group**
Director
- Founding and managing partner of award-winning Belthazar and group director.
- 2000 – 2002** **Halcyon Hotels**
General Manager and EXCO member
- Hotel and restaurant group based in Cape Town and Tanzania.

EDUCATION

- 2021** **University of Cape Town Graduate School of Business**
PhD (Business Administration)
- Thesis:** Authenticity framing and market creation for meta-organisations: The case of the Swartland Independent Producers in the South African wine field - [HERE](#).
- 2012** **Université Paris Nanterre / Institut Agro Montpellier (OIV)**
OIV MSc (International Wine Management and Marketing) Cum Laude.
- Majors:** Strategy, finance, international law, policy and trade, wine economics, marketing, viticulture, oenology and sensory evaluation.
- 2002** **University of South Africa**
Bachelor of Business Administration (BBA)
- Majors:** Strategy, finance, operations management, marketing, and human resources management.

RELEVANT SHORT COURSES

- 2020** **Hasso Plattner School of Design Thinking (D-school), University of Cape Town**
Design thinking course
- 2011** **University of California Davis Extension (USA)**
OIV wine marketing programme

2007

Michael Fridjhon Judging Academy (UCT GSB)
Certificate in wine judging competency

PEER-REVIEWED JOURNAL PUBLICATIONS

Priilaid, D., & Steyn, J. (2020). Evaluating the worth of nascent old vine cues for South African wines. *International Journal of Wine Business Research*, 32(2), 283–300. [HERE](#).

ACCEPTED CONFERENCE PAPERS & PROCEEDINGS

Steyn, J., Priilaid, D., & Human, G. (2023). Explaining consumer purchase predictors for South African old vineyard wines. Paper accepted and presented at the *American Association of Wine Economists* (AAWE) conference, Stellenbosch, South Africa.

Steyn, J., & Giamporcaro, S. (2022, July). Authenticity framing by business associations pursuing cultural markets. Short paper accepted and presentation made at *European Group for Organization Studies* (EGOS) conference sub-theme 62, The Organization of Society: Meta-, Macro-, and Partial Organizations, in Vienna, July 7–9, 2022.

Steyn, J., & Priilaid, D. (2019). The status elevation of South African Chenin Blanc: Old vines as a category re-interpretation schema. Paper accepted for *Academy of Wine Business Research* conference, Dijon. (Deferred to 2022 for presentation).

Steyn, J., & Priilaid, D. (2018, September). The hedonic pricing of novel attributes: Exploring the relative worth of old vine cues in South African wines. *South African Institute of Management Scientists* (SAIMS) conference proceedings, Stellenbosch.

Steyn, J. (2017, July). Exploring the resonance of the old vine category's value proposition amongst wine consumers in South Africa. Paper accepted and presented at the *American Association of Wine Economists* (AAWE) conference, Padova, Italy.

Steyn, J., & Giamporcaro, S. (2017, July). Unlocking pathways to markets: Organizing business collective action through authenticity work and trading zones. Short paper accepted and presentation made at *European Group for Organization Studies* (EGOS) conference sub-theme 24, Copenhagen Business School.

RESEARCH PAPERS IN PROCESS

Steyn, J., Priilaid, D., & Human, G. Explaining consumer purchase predictors for South African old vineyard wines.

Steyn, J., Giamporcaro, S., & Gehman, J. Authenticity framing and market creation.

Steyn, J., & Priilaid, D. The status elevation of South African Chenin Blanc: Old vineyards as a category re-interpretation schema.

Steyn, J., Priilaid, D., Boshoff, C., & Reyneke, M. The relationship between subconscious and conscious modes of consumer response to old vineyard label cues.

Steyn, J., Ferreira, C., & Reyneke, M. Exploring the value of wine education: The intersection of art, business, and science.

SELECTED OPINION PIECES

Steyn, J., & van Embden, R. (2021). Pandemic exposes long standing fault lines in wine sector. *Business Day*. Retrievable from: <https://www.businesslive.co.za/bd/opinion/2021-06-02-pandemic-exposes-long-standing-fault-lines-in-the-wine-sector/>.

Steyn, J. (2020). The reality of recovery for SA's devastated hospitality industry. *Fin24*. Retrievable from: <https://www.news24.com/fin24/opinion/opinion-the-reality-of-recovery-for-sas-devastated-hospitality-industry-20200918>

Steyn, J. (2019). Undervaluation of wine exports at the heart of struggles in the industry. *Business Day*. Retrievable from: <https://www.businesslive.co.za/bd/opinion/2019-04-25-undervaluation-of-wine-exports-at-the-heart-of-struggles-in-industry/>.

Steyn, J. (2018). Wine sector requires renewal. *Business Day*. Retrievable from: <https://www.businesslive.co.za/bd/opinion/2018-05-08-wine-sector-requires-renewal/>

Steyn, J. (2017). A troubled legacy keeps shackles on the wine sector. *Business Day*. Retrievable from: <https://www.businesslive.co.za/bd/opinion/2017-03-28-a-troubled-legacy-keeps-shackles-on-wine-sector/>

SELECTED PRESENTATIONS AND WORKING GROUPS

2024

Stellenbosch Business School Alumni Association (Stellenbosch)
Presentation on premiumisation and blended value for alumni.

- 2024** **Vinimark webinar: Is there value in wine competitions?**
Panellist on conversation about the worth of wine competitions.
- 2024** **International Old Vine conference webinar**
Presentation on the economic sustainability of old vineyard wines [HERE](#).
- 2023** **Vinimark webinar: Wine packaging and the impact on sales**
Panellist on conversation about the value of cues of wine labels.
- 2023** **Old Vine Project workshop**
Presentation on consumer response to the South African old vine category.
- 2023** **MW seminar on old vines (Stellenbosch)**
Presentation on research activities regarding old vineyards.
- 2022** **Chenin Blanc International Conference (Stellenbosch)**
Place, status and value: Premiumising the South African Chenin Blanc category.
- 2022** **Stellenbosch Wine Routes webinar: Collectively addressing social sustainability in Stellenbosch**
Convened panel discussion on social sustainability with Stellenbosch wine stakeholders.
- 2022** **Stellenbosch Wine Routes webinar on environmental sustainability**
Convened panel discussion on environmental sustainability. Panellists included Porto Protocol, Jancis Robinson and Prof Armando Corsi – [HERE](#).
- 2021 - 2023** **OIV GENET Expert Group (Viticulture): Old vines and vineyards (Online)**
Part of South Africa delegation on the international expert panel shaping global policy around old vines / vineyards. Culminated in OIV resolution OIV-VITI 703-2024.
- 2019** **Chenin Blanc International Conference (Angers, France)**
Presentation on the re-interpretation of the Chenin Blanc category through old vines category.
- 2018** **WESGRO – EU in South Africa GI Summit (Cape Town)**
Presentation on the marketing of geographical indications.
- 2007- 2014** **Various wine and restaurant judging panels**
- San Pellegrino Top 50 Restaurants in the World Academy (2007 – 2011)
 - Wine Magazine (2007 -2011)
 - ABSA Top 10 Pinotage (2010)
 - GQ Taj Classic Wine Trophy (2009 – 2013)
 - Wineland magazine. (2014)

REVIEWS FOR JOURNALS

2022 - 2024 **International Journal of Wine Business Research**

2023 **Journal of Wine Research**

SELECTED AWARDS & HONOURS

- 2018** **Oxford University Press - Best marketing track paper**
South African Institute of Management Scientists conference 2018
Placed in top 10 of papers submitted and awarded best marketing track paper.
- 2011** **International Student Grant 2011/ 2012**
Great Wine Capitals Network (GWCN)
One of two students selected annually from the wine capitals for research grant on topics related to wine tourism. Presented results at GWCN conference in Firenze, Italy, in November 2012.