

# CURRICULUM VITAE

## LAURENCE BEDER

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### Personal Profile

- **Name:** Laurence Beder
  - **Nationality:** South African
  - **Marital Status:** Married with two children
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### Educational Qualifications

- **High School:** King Edward VII High School
  - **University:**
    - B.Com (Wits) - Majors in Marketing and Business Economics
    - Hons B.Com (Unisa) - Distinction in Advanced Problems of Marketing Management
    - M.Com (Wits) by dissertation
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### Current Professional Involvements

- **Self-Employed:** Management Consultant, Lecturer, Facilitator, Course development and Training Consultant
  - **Course Development and Sessional Lecturer:** UCT-GSB, Wits Business School, Johannesburg Business School, Masterstart (Richfield Business School), Strathmore Business School, Wits Plus
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### Previous and Current Academic and Executive Roles

- **Interim Programme Director:** PDM Digital Business, WBS
- **Acting HOD: Marketing WBS (2013-2018)**
- **Programme Director Wits Business School :**
  - Master of Management in Strategic Marketing (2013-2018)
  - Post Graduate Diploma in Business Administration (2016-2018)
  - Interim Programme Director: Post Graduate Diploma in Digital Business (2021-2022)
- **Programme Director Henley Business School ADMP, Cape Town (2024)**

- **Executive Education Convenor: GSB**
    - Hudaco SLDP & MDP (2025-2026)
    - Strathmore Advanced Management Programme (2025-2026)
    - GSOM MBA Elective (2025-2026)
  - **Executive Education Programme Director WBS:** Africa Rainbow Minerals, Mondelez, Colgate Palmolive (2019-2023)
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### Corporate Experience

- Marketing Consultant at mbConcepts and Quintessential Marketing (2005-2007)
  - General Manager: Marketing, Sage Financial and Sage Properties Limited (1996-2005)
  - Group Marketing Director, Schachat Cullum (Pty) Ltd and Sage Schachat Group (1991-1995)
  - Marketing Manager, Schachat Cullum (1987-1991)
  - Sales Development Manager, Schachat Management Company (1983-1986)
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### Lecturing & Training Commitments

- **UCT-GSB (2022-2026):**
  - Various MBA courses and Executive Development Programs
  - MBA Courses in Strategic Entrepreneurship, Company Analysis Project, and Marketing on PGD
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- **Wits Business School (2000-2026):**
  - Various MBA, Master of Management, PDBA and Executive Development Programs including MDP, EDP, MAP and New Managers Programs
  - Courses in Strategic Marketing, Marketing for Digital Business, Innovation, and Entrepreneurship, Business Startups, Corporate Innovation and Entrepreneurship
- **Johannesburg Business School (2022-2026):**
  - MBA and PGDip courses in Contemporary Management and Entrepreneurship & Startups
- **USB-Ed Executive Education (2013-2024)** Multiple SLDP, MDP programmes including work in Namibia, Botswana and Mauritius
- **University of Free State Business School (2019-2024) BML programme**
- **Wits School of Governance (2019-2024)** Programmes and Convenor for City of Johannesburg and Premier's office of Limpopo

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## Consulting and Mentoring

- Extensive experience with organisations such as BMW, VW Audi, Endeavor, Media 24, Toyota South Africa, EOH, Jurni, part of Amadeus and Thebe Holdings, Industrial Development Corporation, Adendorff Machinery Mart, Rewardsco, Cliffe, Dekker and Hofmeyer and Werksmans Attorneys
- Principle Consultant: Rape Crisis Cape Town Trust (2013-2016)
- Consultant: Incite Botswana - Brand plan for Bureau of Standards Botswana (2018)
- Keynote Speaker: Munich Re (2020) and Alexander Forbes
- Mentor- Seed Entrepreneurship Academy (2018-2020)

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## Publications and Case Studies

- Author of Chapter 10 in "Entrepreneurship Theory in Practice" (2015) Oxford University Press Southern Africa
- Published five case studies on companies including Harley Davidson, and Seattle Coffee Company

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## Other Achievements

- Judge for the Magazine Publishers Association of South Africa Pica Awards (1999-2004)
- Trustee of Forest Town Foundation for Cerebral Palsy children (1995-2007)

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## Awards

- Wits Business School Lecturer of the Year for Executive Education (2011)
- Excellence in Academic Teaching (2016)

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## References

- **Wits Business School:** Prof. Boris Urban, Chair in Entrepreneurship, +27 83 793 3069
- **George Mason University Washington DC:** Prof. Russell Abratt, Professor of Marketing, +1 954 551 3361
- **Stellenbosch Business School:** Dr. Chris van der Hoven, Senior Director, +27 71 102 6050