

PROFESSOR GEOFFREY N.C. BICK - CV

EDUCATION

DPhil	University of Johannesburg, Marketing Thesis: "Developing a Customer Equity Model for Guiding Marketing Spend in the Financial Services Sector"	May 2007
MBA	University of California, Berkeley, General Management	June 1982
B.Com	University of South Africa, Business Economics & Economics	May 1979
B.Sc(Eng.)	University of Cape Town, Electrical Engineering	Dec 1972
CM(SA)	Chartered Marketer, IMM/MASA	Oct 1999

TEACHING EXPERIENCE

University of Cape Town, Graduate School of Business June 2012 to present
Professor of Marketing

June 2012 – 2016: Professor of Marketing. Duties include lecturing Marketing on MBA and Executive programmes, supervision of PhD and MBA student research, and other professorial admin responsibilities.

Courses taught at UCT GSB:

- Marketing (MBA core course)
- e-Marketing (MBA elective)
- Strategic Brand Building (MBA elective)
- International Marketing (St Gallen EMBA)
- Strategic Marketing Management
- Case teaching workshop for academics

Jan 2014: Appointed Academic Director, responsible for quality control of all academic programmes

June - Dec 2016: Appointed Acting Director of the GSB on the departure of the Director

Jan 2017 – present: Emeritus Professor of Marketing, and also active mentor for junior faculty and the Case Writing Centre.

Doctoral Students Supervised

Currently supervising 4 doctoral students, first two should graduate 2022

Masters Students Supervised

2 x MPhil students, full masters by dissertation, graduated 2017 & 2018
120 x MBA students, minor research report (25-30%), graduated 2013-2021

University of the Witwatersrand, Wits Business School, Johannesburg

April 2000 to May 2012

Senior Lecturer/Associate Professor, Marketing

2000: Senior Lecturer in Marketing at Wits Business School. Lectured to full-time and part-time MBA and PDM students in Marketing Management courses, and also in marketing topics on CPMM, MAP and other executive courses. Duties also included student research supervision, and coordination of the marketing activities of WBS. Research interests include Marketing Metrics, Customer Lifetime Value and Relationship Marketing, Business-to-Business Marketing.

2008: Promoted to Associate Professor.

2009: Appointed Director of Academic Programmes; held this office till the beginning of 2011 before stepping down to concentrate on the Chair activities

2010: Awarded the Coca-Cola Africa Chair in Marketing

Courses taught at WBS:

Principles of Marketing

Marketing Management

Customer Relationship Management / Customer Equity Management

Marketing Metrics, Customer Equity and Brand Equity

Strategic Marketing

Business-to-Business Marketing

Chartered Marketer Workshop

Specialist topics/lectures: Global Marketing, Services Marketing, Retail Marketing, e-Marketing, etc.

Designed, launched, and taught on the Master of Management (Strategic Marketing) programme, targeting marketing practitioners, in 2011

Doctoral Students Supervised

Supervised 2 doctoral students, graduated 2012 and 2013

Masters Students Supervised

4 x MM (Strategic Marketing) students, 50% dissertation, graduated 2014

140 x MBA students, minor research report (30%), graduated 2001-2012, and 4 x MBA students since 2018

Institute of Marketing Management Graduate School

Jan 2017 to present

Part-time **Research Director**, assisting with the M.Phil in Marketing programme, running Research Methodology workshops, reviewing proposals and dissertations, and supervising students.

Masters Students Supervised

6 x M.Phil (Marketing) students, 100% dissertation, graduate 2019-2022

University of California, San Diego, CA

January to March 2008

Visiting Professor, lecturing a Marketing & Econometrics elective

External Examiner:

WBS (University of the Witwatersrand):	60 x MBA & MM(SM) research reports (since at UCT)
	2 x PhD theses
GIBS (University of Pretoria):	18 x MBA research reports
University of Johannesburg/RAU:	2 x M.Comm research dissertations
	1 x D.Com thesis
University of Stellenbosch:	1 x M.Comm research dissertation
US Business School:	54 x MBA research reports moderated
UNISA School of Business Leadership:	12 x MBA/MBL research reports
IMM Graduate School:	17 x MPhil in Marketing dissertations
Swinburne University of Technology (Australia):	3 x PhD theses
University of Mauritius:	1 x MPhil/PHD
University of Botswana:	Assessor of publications for professorial promotion
Milpark Business School:	1 x DBA thesis

ACADEMIC DISTINCTIONS

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- 2005: Awarded the WBS Lecturer of the Year (full-time faculty)
 - 2007: Awarded the WBS Lecturer of the Year (core programmes). Nominated for the Vice-Chancellor's Teaching award
 - 2008: Re-awarded the WBS Lecturer of the Year (core programmes)
 - 2009: Awarded the Coca-Cola Africa Chair in Marketing, WBS
 - 2013: Awarded the 'Best Professor in Marketing Management' by the Africa Leadership Awards conference
 - 2013: NRF (National Research Foundation) rated as an 'Established Researcher'
 - 2016: Winning case study in the Emerald AABS Case writing competition: 'BOS Brands'
 - 2017: Awarded the 'Education Leadership Award' by the Africa Leadership Awards conference
 - 2019: Winning case study in the Emerald AABS Case writing competition: 'UCook'
 - 2019: Winning case study in the CEEMANS Emerald Case writing competition: 'Drink the Duchess'
 - 2019: NRF (National Research Foundation) re-rated as an 'Established Researcher C-2'
 - 2020: Winning case study in the Emerald AABS Case writing competition: 'Triggerfish Animation Studios'
 - 2020: Winning case study in the CEEMANS Emerald Case writing competition: 'Biotronik: Bypassing the commodity trap of medical devices'
 - 2020: Winning case study in the EFMD case writing competition in the Inclusive Business Model category – 'Silulo Ulutho Technologies: Scaling a social enterprise in South Africa'
 - 2021: Winning case study in the Emerald AABS Case writing competition: 'Cape Union Mart: Digital transformation and customer experience during a crisis'
 - 2021: Runner-up case study in the CEEMANS Emerald Case writing competition – 'Robotics at Dimension Data: Friend or foe of the human in process automation'
 - 2022: 3rd Best Paper Award for Fernandes & Bick: 'Organisational adaptability in South African retail firms during the COVID-19 pandemic'; the 15th Annual IBC (International Business Conference), Somerset-West, Cape, 26-28 September

Journal Publications

1. De Wet, S., Bick, G. & Abratt, R. (2021). Factors that drive the perceived success of franchises in South Africa, *International Journal of Business and Emerging Markets*, 13(1), 52-73. DOI: [10.1504/IJBEM.2021.112776](https://doi.org/10.1504/IJBEM.2021.112776)
2. Slazus, B-J. & Bick, G. (2020). Factors that Influence FinTech Adoption in South Africa: A Study of Consumer Behaviour towards Branchless Mobile Banking, *Athens Journal of Business & Economics*, 6: 1-21. <https://doi.org/10.30958/ajbe.X-Y-Z>
3. Hammerschlag, Z., Bick, G. & Luiz, J. (2020). The internationalization of African fintech firms: marketing strategies for successful intra-Africa expansion, *International Marketing Review*, Vol. 37, (2), pp. 299-317. <https://doi.org/10.1108/IMR-05-2019-0130>
4. Nilssen, R., Bick, G. & Abratt, R. (2019). Comparing the relative importance of sustainability as a consumer purchase criterion of food and clothing in the retail sector, *Journal of Brand Management*, Vol. 26 (1), pp 71-83. <https://doi.org/10.1057/s41262-018-0113-5>
5. Human, G., Bick, G. & Singh, A. (2016). Strategic imperatives as drivers of networked-orientated approach to the organisation of marketing in B2B firms, *Management Dynamics*, Vol. 25 (3), pp 33-45.
6. Flax, J., Bick, G. & Abratt, R. (2016). The perceptions of supplier-buyer relations and its affect on the corporate brand, *Journal of Brand Management*, Vol.23 (1), pp 22-37.
7. Read, C.-A., & Bick, G. (2014). A Comparison of the Marketing of Independent Schools in South Africa and the United Kingdom. *International Journal of Teaching and Education*, Vol. 2 (1), pp 18–37.
8. Reyneke, J., Abratt, R. & Bick, G. (2014). What is your corporate brand worth? A guide to valuation approaches, *South African Journal of Business Management*, Vol. 45 (4), pp 1-10.
9. Quebra, B. Bick, G. & Abratt, R. (2013): “Service Quality of Advertising and Promotions Agencies in South Africa”, *Journal of Promotion Management*, Vol. 19 (5), pp. 605-628.
10. Bick, G. & Nicolaus, I. (2011): “Implementation Practices of Internal Marketing in Engineering Organizations in South Africa”, *International Journal on GSTF Business Review*, Vol. 1 (1), pp 256-260.
11. Saini, Y., Bick, G. & Abdulla, L. (2011): “Consumer awareness and usage of Islamic banking products in South Africa”, *South African Journal of Economic and Management Sciences*, Vol. 14 (3), pp 298-313.
12. Bick, G., Abratt, R. & Möller, D. (2010): “Customer service expectations in retail banking in Africa”, *South African Journal of Business Management*, Vol. 41 (2), pp 13-27.

13. Bick, G.N.C. (2009): "Increasing Shareholder Value through building Customer and Brand Equity", *Journal of Marketing Management*, Vol. 25 (1-2), pp 117-142.
14. Alexander, N., Bick, G.N.C., Abratt, R. & Bendixen, M. (2009): "Impact of Branding and Product Augmentation on Decision Making in the B2B Market", *South African Journal of Business Management*, Vol. 40 (1), pp 1-20.
15. Siso, L., Bick, G. & Abratt, R. (2009): "Corporate branding in South Africa", *Management Dynamics*, Vol. 18 (1), pp 27-40.
16. Melaia, S., Abratt, R. & Bick, G., (2008): "Competencies of Marketing Managers in South Africa", *Journal of Marketing Theory and Practice*, 16 (3), pp 233-246
17. Bick, G., A., Abratt, R. & Bergman, A. (2008): "Perceptions of the corporate identity management process in South Africa", *South African Journal of Business Management*, 39 (3), pp 11-20.
18. Bick, G., Buthelezi, F. & Abratt, R. (2008): "The future role of Retail Bank Managers in South Africa", *Management Dynamics*, 17 (4), pp 18-31.
19. Munthre, S, Bick, G, Abratt, R., (2006): "A Framework for Brand Revitalization through an Upscale Line Extension", *The Journal of Product & Brand Management*, 15 (3), pp 157 – 167
20. Bick, G., Brown, A.B., Abratt, R., (2004): "Customer Perceptions of the Value Delivered by Retail Banks in South Africa", *The International Journal of Bank Marketing*, Vol. 22, Nos 4 & 5, pp 300 – 318
21. Bick, G., Jacobson, M., Abratt, R., (2003): "The Corporate Identity Management Process Revisited", *Journal of Marketing Management*, Vol. 19, No. 7-8 (Sept), pp. 835-855
22. Abratt, R. and Bick, G., (2003): "Valuing Brands and Brand Equity: Methods and Processes", *The Journal of Applied Management and Entrepreneurship*, Vol. 8, no. 1 (Jan), pp. 21-39

On the editorial board for the *Journal of Promotion Management*, *Corporate Reputation Review*, and *Journal of Consumer Marketing*. Peer-reviewer for *Journal of Marketing Management*, *SA Journal of Business Management*, *International Journal of Emerging Markets*, *Emerald Emerging Markets Case Studies*, and others on an ad-hoc basis.

Chapters in Books

1. Bick, G. (2021): "Marketing Metrics", Chapter 15 of *Applied Strategic Marketing*, 5th Edition, Editors Berndt, Mpinganjira, Strydom & Jooste, Pearson: Cape Town, pp 375-398. ISBN 9781485715429
2. Bick, G.N.C. (2012): "Measuring and Managing Return on Marketing Investment", Chapter 17 of *Marketing Management*, 6th Edition, Editors Du Plessis, Jooste, & Strydom, Juta: Cape Town.
3. Maal, K. & Bick, G. (2012): "Adoption of Online grocery Shopping in South Africa", in *New Perspective of Contemporary Marketing*, Editors Centeno & Veloutsou, Athens Institute for Education and Research, ISBN: 978-960-9549-69-1, pp 263-275.

4. Bick, G.N.C. (2012): “Building Brand and Customer Equity”, Chapter 14 of *Applied Strategic Marketing*, 4th Edition, Editors Jooste, Strydom, Berndt & du Plessis, Heinemann: Cape Town: pp. 391-427. (updated)
5. Bick, G.N.C. (2012): “Measurement of Marketing Strategies and Processes”, Chapter 16 of *Applied Strategic Marketing*, 4th Edition, Editors Jooste, Strydom, Berndt & du Plessis, Heinemann: Cape Town, pp. 471-498. (updated)
6. Bick, G.N.C. (2011): “Brand Equity and Brand Valuation”, Chapter 2 of *Brand Management*, Editors Klopper & North, Pearson: Cape Town,
7. Bick, G.N.C. (2011): “Developing a Brand Dashboard”, Chapter 13 of *Brand Management*, Editors Klopper & North, Pearson: Cape Town,
8. Bick, G.N.C. (2008): “Building Brand and Customer Equity”, Chapter 14 of *Applied Strategic Marketing*, 3rd Edition, Editors Jooste, Strydom, Berndt & du Plessis, Heinemann: Cape Town, pp. 365-396.
9. Bick, G.N.C. (2008): “Measurement of Marketing Strategies and Processes”, Chapter 16 of *Applied Strategic Marketing*, 3rd Edition, Editors Jooste, Strydom, Berndt & du Plessis, Heinemann: Cape Town, pp. 439-464.
10. Townsend, S., Luiz, J. & Bick, G. “MTN: One Group, One Vision, One Brand”, Case 3 in *Managing Business in Africa* (2006), editor Prof J. Luiz, Oxford University Press.
11. Abratt, R. & Bick, G. “Valuing Brands and Brand Equity: Methods and Processes”, in *Brand Valuation, Concepts and Applications*, (2005), Editor S.S. Kambhammettu, Le Magnus University Press, Hyderabad, India

Conference Papers Presented

1. Fernandes, G. & Bick, G. (2022): ‘Organisational adaptability in South African retail firms during the COVID-19 pandemic’, Proceedings of the 15th Annual IBC (International Business Conference), Somerset-West, Cape, 26-28 September, pp. 575-594, ISBN No. 978-0-6397-2194-1 (* awarded 3rd best paper)
2. Ramkylas, V., Bick, G. & Carmichael, T. (2022) : ‘Challenges Faced by Small, Medium and Micro Retailers in South Africa in Developing an E-Commerce Route to Market’, Proceedings of the 15th Annual IBC (International Business Conference), Somerset-West, Cape, 26-28 September, pp. 2096-2114, ISBN No. 978-0-6397-2194-1
3. O’Shea, E. & Bick, G. (2022): ‘Key success factors for improving customer service to adapt to changing customer needs in the UK social housing sector’, presented at the BAM 2022 (British Academy of Management) annual conference, Alliance Manchester Business School, Manchester, UK (31 August – 2 September)
4. Singh, R.D. & Bick, G. (2022): ‘Factors determining successful business-to-business salesforce transition to adapt to changing customer needs’, presented at Athens Institute for Education and Research, 20th Annual International Conference on Marketing, 27-30 June, Athens, Greece
5. Dos Santos, R., Bick, G. & Barnardo, C. (2020): ‘Pressure on plastic? Responding to consumer pressure and the threat of plastic legislation’, case presented at

NACRA (North American Case Research Association), Vol. 34, No. 1, Online (8 – 10 October)

6. Sather, T. & Bick, G. (2019): 'The use of Digital Marketing Analytics among South African Marketers', Proceedings of the 13th Annual IBC (International Business Conference), Hermanus, Cape (23 – 25 September), pp. 1725-1737, ISBN No. 978-0-620-853-23-1
7. Liu, M. & Bick, G. (2019): 'Perceived differences in the online shopping experience of Chinese purchasers in South Africa in comparison to China', Proceedings of the 13th Annual IBC (International Business Conference), Hermanus, Cape (23 – 25 September), pp. 1755-1769, ISBN No. 978-0-620-853-23-1
8. Slazus, B-J. & Bick, G. (2019): 'Factors that Influence FinTech Adoption in South Africa: A study of consumer behaviour towards branchless mobile banking', Athens Institute for Education and Research, 17th Annual International Conference on Marketing, Athens, Greece, 1-4 July
9. Ekstein, J. & Bick, G. (2018): 'Factors Influencing the Online Purchase of Life Insurance in South Africa', Proceedings of the 12th Annual IBC (International Business Conference), Mauritius (24 – 26 September), pp. 1714-1731, ISBN No. 978-0-6399779-0-4
10. Schwartz, C, Bick, G. & Stacey, A. (2018): 'The Role of Entrepreneurial Orientation on the Perceived Success of Fitness Entrepreneurs', Proceedings of the 12th Annual IBC (International Business Conference), Mauritius (24 – 26 September), pp.495-508, ISBN No. 978-0-6399779-0-4
11. Goolab, A. & Bick, G. N. (2018): 'Factors driving the Adoption of Cloud Technology in Organisations', Proceedings of the BAM 2018 (British Academy of Management) annual conference, University of West England, Bristol, UK (3 – 6 September), pp 1-28, ISBN No. 978-0-9956413-1-0
12. Wiley, G. & Bick, G. (2018): 'Critical Success Factors for the Adoption of Rooftop Solar Photovoltaic Systems in the Commercial Sector in South Africa', Proceedings of the EMCBC (Emerging Markets Conference Board), Wits Business School, Johannesburg (6-7 April) pp 267-284, ISBN No.: 978-0-620-79464-0
13. Reddy, P. & Bick, G. (2017): 'Factors influencing customer loyalty in the South African fuel retail sector', Proceedings of the 11th Annual IBC (International Business Conference), Dar es Salaam, Tanzania (25 – 27 September), pp 758-777, ISBN No.: 978-0-620-78005-6
14. Preller, A. & Bick, G. (2017): 'Factors that influence consumer adoption of Sharing Economy platforms', Proceedings of the BAM2017 (British Academy of Management) annual conference, University of Warwick, UK, (4 – 7 September), pp 1-27.
15. Littlewood, K., Bick, G. & Treen, E. (2016): 'A measurement construct for social media: the SM value chain', AMS (Academy of Marketing Science) 44th Annual Conference, Orlando, FL, USA, (18 – 20 May)
16. Nilssen, R., Bick, G. & Abratt, R. (2016): 'The relative importance of sustainability as a consumer purchase criterion within the South African Retail Industry', 19th International Corporate Group Symposium, Essex University, Colchester, UK, (13 - 15 June)

17. Theron, J. & Bick, G. (2016): 'Factors that influence the adoption of M-Commerce in the South African market', 14th Annual International Conference on Marketing, Athens, Greece, (27 – 30 June)
18. Troxler, G. & Bick, G. (2016): 'Factors that influence consumer purchasing behaviour of craft beer in South Africa', Proceedings of the 10th International Business Conference (IBC), Club Mykonos, (25 – 27 September), pp 181-196, ISBN 978-0-620-71113-5.
19. Moloko, R., Bick, G. & Abratt, R. (2015): 'Drivers of corporate rebranding in the telecommunications industry in South Africa and the impact on brand equity', 18th International Corporate Group Symposium, Brunel University, London, UK (25-27 Feb)
20. Littlewood, K. & Bick, G. (2015): 'Developing the Social Media Value Chain: A Conceptual Framework for the Measurement of Social Media', 2nd European Conference on Social Media, Polytechnic Institute of Porto, Portugal (9-10 July)
21. Musson, N., Bick, G. & Abratt, R. (2015): 'Perceptions of Branded Entertainment by Generation Y Consumers in South Africa', SAIMS (South African Institute of Management Scientists) 27th Annual Conference, University of Cape Town (30 August - 1 September)
22. Sim, C. & Bick, G. (2014): 'Consumer Choice of Private Hospital in South Africa: The Role of Branding in Purchase Criteria', China Marketing International Conference 2014, Wuhan, China (12-14 July)
23. Leigh, A. & Bick, G. (2014): 'Factors that influence online consumer purchasing behaviour of high-value goods in South Africa', 8th International Business Conference, Swakopmund, Namibia (19-21 August)
24. Flax, J., Bick, G. & Abratt, R. (2014): 'The effect of supplier relationships on corporate brand: a case study on Woolworths SA', 17th International Corporate Identity Group Symposium, UCT GSB, Cape Town (27-29 August)
25. Dateling, M. & Bick, G. (2013): 'The impact of social media on the marketing strategies of South African businesses', Enterprise Marketing and Globalization (EMG) 3rd annual Conference, Singapore (April)
26. Bick, G. & Singh, A. (2013): 'The Organization of Marketing in B2B Organizations', AMS (Academy of Marketing Science) 42nd Annual Conference, Monterey, CA, USA, (May 15-18), conference proceedings Volume XXXVI
27. Maharaj, S. & Bick, G. (2012): 'Potential impact of the proposed advertising regulations on the alcohol market in South Africa', SAIMS (South African Institute of Management Scientists) 24th annual conference, University of Stellenbosch (September)
28. Ayo-Oladejo, R. & Bick, G. (2012): 'The Impact of Mobile Number Portability on Customer Switching Behaviour in the South African Mobile Telecoms Industry', The 10th Annual Conference on Business Management – Marketing, organised by ATINER, Athens, Greece (July)
29. Read, C-A & Bick, G. (2012): 'A Comparison of the Marketing of Independent Schools in South Africa and the United Kingdom', International Multidisciplinary Conference, IISES (International Institute for Social and Economic Sciences), Palermo, Sicily, (April)

30. Khatri, A. & Bick, G. (2011): 'Consumers' Awareness, Attitude and Behaviour towards Energy Efficiency', SAIMS (South African Institute of Management Scientists) 23rd Annual Conference, UKZN, Durban (September)
31. Maal, K. & Bick, G. (2011): 'Adoption of online grocery shopping in South Africa', The 9th Annual Conference on Business: Accounting-Finance-Management-Marketing, organized by ATINER, Athens, Greece (July)
32. Bick, G. & Nicolaus, I. (2011): 'The role of internal marketing in engineering organizations in South Africa', Enterprise Marketing and Globalization conference, Penang, Malaysia (April)
33. Bick, G. (2010): 'The use of participant-centred learning in a South African business school', Edulearn conference, Barcelona, Spain (July)
34. Bick, G. & Carmichael, T. (2009): 'Managing quality in business education: challenges and lessons at WBS', ABBS (Association of BRICs Business Schools) conference, UKZN, Durban (December).
35. Bruyns, A. & Bick, G. (2009): 'Consumer Requirements in an Informal South African Market', SAIMS (South African Institute of Management Scientists) annual conference, NMMU, Port Elizabeth (September).
36. Siso, L., Bick, G. & Abratt, R. (2009): 'Corporate Branding in South Africa', AMS (Academy of Marketing Science) conference, Baltimore, USA (May)
37. Bick, G. & Govender, I. (2004): 'Online Strategies of Traditional Retailers', S.A. Marketing Educator's Conference (October)
38. Bick, G. & Abratt, R. (2001): 'Brand Valuation: Processes and Pitfalls', S.A. Marketing Educator's Conference, Wits Business School, Johannesburg (July).

Cases plus Teaching Notes

1. Nyakeri, W.M., Samuelsson, M. & Bick, G. (2022), "Savannah Informatics: Driving renewed growth in a Kenyan health informatics company", The Case Writing Centre, University of Cape Town, Graduate School of Business. <https://www.emerald.com/insight/content/doi/10.1108/CASEUCT-2022-000003/full/html>, published in *Emerald Insight*
2. Tladinyane, L., Gumede, L. & Bick, G. (2022), "Pineapple: The growth challenges faced by a South African Insurtech disruptor", The Case Writing Centre, University of Cape Town, Graduate School of Business. <https://doi.org/10.1108/CASEUCT-2022-000001>, published in *Emerald Insight*
3. Karim, M., Swart-Opperman, C. & Bick, G. (2022): "Robotics at Dimension Data: Friend or foe of the human in process automation?", *Emerald Emerging Markets Case Studies*, Vol. 12, No. 1, pp. 1-40. <http://doi.org/10.1108/EEMCS-03-2021-0075>
4. Chiswell, J., Nilsson, W., Bick, G. & Boyd, S. (2021): "Silulo Ulutho Technologies: Scaling a Social Enterprise in South Africa", *Case Focus: The Journal of Business & Management Teaching Cases*, The Case Centre, Issue 2 (August), pp. 74-93. Reference no. 821-0035-1

5. Schoeman, A., Bick, G. & Barnardo, C. (2021): "Cape Union Mart: digital transformation and customer experience during a crisis", *Emerald Emerging Markets Case Studies*, Vol. 11, No. 3, pp. 1-47. <http://doi.org/10.1108/EEMCS-04-2021-0116>
6. Hoosain, R., Bick, G. & Samuelsson, M. (2021): "MWEB: Growth strategy options for an internet service provider", The Case Writing Centre, University of Cape Town, Graduate School of Business. <https://doi.org/10.1108/CASEUCT-2021-000002> published in *Emerald Insight*.
7. Barden, S. & Bick, G. (2021): "Biotronik: Bypassing the commodity trap of medical devices in South African health care", *Emerald Emerging Markets Case Studies*, Vol. 11, No. 1, pp. 1-15. <http://dx.doi.org/10.1108/EEMCS-04-2020-0111>
8. Lowman, C., Samuelsson, M. & Bick, G. (2020): "Triggerfish Animation Studios: The challenges of financing digital entertainment", *Emerald Emerging Markets Case Studies*, Vol. 10, No. 3, pp. 1-16. <https://doi.org/10.1108/EEMCS-03-2020-0061>
9. Haasbroek, H.J., Bick, G. & Giamporcaro, S. (2020), "The Steinhoff signals: The role of responsible investing for asset managers", The Case Writing Centre, University of Cape Town, Graduate School of Business. <https://doi.org/10.1108/CASEUCT-2020-000004> published in *Emerald Insight*.
10. Brauteseth, G., Schueler, J. & Bick, G. (2020), "Jack Black's Brewing Co.: Strategic growth from recipe to market to tap", The Case Writing Centre, University of Cape Town, Graduate School of Business. <https://doi.org/10.1108/CASEUCT-2020-000001>, published in *Emerald Insight*.
11. de Reuck, S. & Bick, G. (2020), "Kauai: Extending a fast-food brand into traditional retail as a growth strategy", The Case Writing Centre, University of Cape Town, Graduate School of Business, Vol. 2020 No. 1. <https://doi.org/10.1108/CASEUCT-2020-000002> , published in *Emerald Insight*.
12. Bick, G. & Heathcote, F. (2019): "Drink the Duchess: Marketing challenges and opportunities encountered when SME's internationalise", *Emerald Emerging Markets Case Studies*, Vol. 9, No. 3. <https://doi.org/10.1108/EEMCS-06-2019-0158>
13. Odendaal, J. & Bick, G. (2019): "UCOOK: The growth challenges faced by a fast-follower, small medium-sized South African venture", *Emerald Emerging Markets Case Studies*, Vol. 9, No. 3, pp. 1-33, DOI [10.1108/EEMCS-02-2019-0042](https://doi.org/10.1108/EEMCS-02-2019-0042)
14. Bick, G. (2019): "Uber SA: disrupting the local taxi industry", *Emerald Emerging Markets Case Studies*, Vol. 9, No. 2, pp. 1-9. DOI [10.1108/EEMCS-05-2019-0099](https://doi.org/10.1108/EEMCS-05-2019-0099)
15. Bick, G. & Sidubi, F. (2018): "Mitchell's Brewery: Entrepreneurship challenges in the South African craft beer industry", *Emerald Emerging Markets Case Studies*, Vol. 8, <https://doi.org/10.1108/EEMCS-06-2018-0101>
16. Arnold, B., Bick, G. & de Villiers, K. (2018): "From Crisis to Excellence: Change Management at Frère Hospital in the Eastern Cape (Case A)", *Sage Business Cases*. DOI: <http://dx.doi.org/10.4135/9781526490636>
17. Arnold, B., Bick, G. & de Villiers, K. (2018): "From Crisis to Excellence: Change Management at Frère Hospital in the Eastern Cape (Case B)", *Sage Business Cases*. DOI: <http://dx.doi.org/10.4135/9781526490643>

18. Hatendi, T. & Bick, G. (2018): “Better Living Challenge 2: Addressing Upgrades to Informal Settlements in South Africa”, *Sage Business Cases*. DOI: <http://dx.doi.org/10.4135/9781526491695>
19. Schoombee, J. & Bick, G. (2018): “Reebok Rebrands: Corporate and Marketing Strategies in the South African Sporting Goods Industry”, *Sage Business Cases*. DOI: <http://dx.doi.org/10.4135/9781526490742>
20. Pheko, S., Bick, G. & Barnardo, C. (2017): “Toyota Hilux: How South Africa’s top pick-up battled market challenges”, *Emerald Emerging Markets Case Studies*, Vol. 7, Issue 4, pp.1-30, <https://doi.org/10.1108/EEMCS-03-2017-0053>
21. Retief, T., Bick, G. & Babb, S. (2016) “Essay Gifts: Gifting for the greater good”, *Emerald Emerging Markets Case Studies*, Vol. 6, Issue 4.
22. Human, C. & Bick, G. (2016) “BOS Brands: Challenges of Internationalisation”, *Emerald Emerging Markets Case Studies*, Vol. 6, Issue 4, pp 1-32
23. Townsend, S. & Bick, G. (2011) “Coca-Cola’s MDCs: Distribution Effectiveness vs Social Responsibility?”, Wits Business School, WBS-2011-4
24. Gaylard, A. & Bick, G. (2010) “Zest: A Driving Force in Motors”, Wits Business School, WBS-2010-01
25. Townsend, S., Bick, G. & Luiz, J. (2007) “MTN: One Group, One Vision, One Brand”, Wits Business School, WBS-2007-10
26. Townsend, S. & Bick, G. (2006) “Kulula.com: now anyone can fly”, Wits Business School, WBS-2003-4
27. Bick, G. & Mitchell, C. (2002) “Hansa Pilsener: From Niche to Mainstream Brand”, Wits Business School, WBS-2002-7

PROFESSIONAL TRAINING

Colloquium for Participant-Centered Learning

Harvard Business School, Boston, Mass. 1 – 12 August 2003

Description: colloquium for faculty to use participant-centered learning method, particularly using teaching cases.

Chartered Marketer workshop, IMM, 5 – 7 June 1999

Description: Preparation workshop on current and advanced marketing topics to prepare candidates for the Chartered Marketer Board exam.

PROFESSIONAL WORK EXPERIENCE

Xeratech/Xerox S.A

September 1990 – March 2000

1994 - 2000: **General Manager**, Xerox Engineering Systems:

- In April 1994, established XeraTech Engineering Systems (subsequently Xerox Engineering Systems S.A.). The X.E.S. division sells and supports wide format plotters, scanners, plan printers, software and supplies for Drawing Offices and Graphic Arts users.

- Establishment development and execution of the business plan, negotiation of the distributor agreement, recruitment of sales, support and technical staff, establishment of infrastructure, etc.
- Subsequently appointed as General Manager of the business unit, with revenue and EBIT targets, and full responsibility for sales, technical support, marketing, and administration.
- Achievements: grown business in excess of 40% per year each year. Established X.E.S. as the leading supplier of high volume, wide-format, digital systems in the Engineering and Graphic Arts markets.
- Subsequently developed an E-Commerce strategy for Xerox S.A., including ERP and database recommendations.

1990 - 1994 : **Marketing Director** for XeraTech (Pty) Ltd, supplier of Xerox/Rank Xerox business equipment. Responsible for a marketing force of 18, and all aspects of business-to-business marketing, including product launches, marketing planning, competitor analysis, pricing, promotion, sales force commissions and incentives, etc. September 1992, seconded to Fintech to investigate additional business opportunities in the Information Technology (IT) industry.

Achievements: Successfully countered the negative impact of sanctions in the marketplace by various strategic product launches. Also developed several additional businesses (COM, bureaux, software, imaging, alliances, etc) to replace lost revenue as a result of sanctions.

ASEA Electric / ABB S.A.

April 1986 – August 1990

Group Marketing Manager for ASEA Electric, a large industrial electrical manufacturing company. Responsible for advertising, promotions, public relations, market research, new product identifications, competitor analysis, supervision of technical representatives (8), including branches at Durban and Cape Town, and PR team (5), collation and analysis of statistics, and marketing and strategic planning. Budget close to R2m. in 1990. During 1988 the company merged with Brown Boveri to form BBT (subsequently ABB), and I was involved in restructuring, internal and external communications, logo design and image positioning, and other PR activities.

Achievements:

- Grew the business in new market areas outside Eskom by active marketing, so that the dependence on one customer reduced from 80% in 1986 to 40% in 1990, without a decline in the Eskom business.
- Positioned BBT as the company with the highest market awareness in the industry, as confirmed by external market research.
- In May 1990, I was one of three nominees for the Powertech Executive Chairman's Merit Award, for marketing input to BBT as well as for Powertech.

Management Consulting

July 1982 – March 1986

1982 - 1986 : Worked as a management consultant, initially as an employee for a management consultancy, and subsequently as a partner in an independent practice, specialising in marketing and strategy assignments in the engineering industry. Duties included selling and conducting assignments, and presenting recommendations for profit improvement to top management.

Electrical Engineer

Jan 1973 – August 1980

1973 - 1980: Practical experience as an electrical engineer on the mines and in industry.

OTHER INTERESTS

Enjoy playing tennis, open water swimming (completed 29 Midmar Mile swims), and backpacking (done the Otter trail 8 times, the Fish River Canyon trail 5 times).