



Nicola Kleyn

Nicola Kleyn is the dean of the Gordon Institute of Business Science. In addition to her responsibilities at GIBS, she also lectures on various marketing-related academic and company-specific short courses she also consults to a number of organisations seeking to grow customer, brand and reputational equity.

She worked previously at Investec Bank where she managed the learning and development function and at Edgars in a store control capacity. She also spent seven years lecturing marketing to both undergraduate and postgraduate students in the faculty of commerce at Wits University.

Nicola has been recognised as an established researcher by the National Research Foundation, achieving a C1 NRF rating. She has published articles in a number of academic journals including: California Management Review, European Journal of Marketing, Journal of Business Ethics, International Marketing Review, Journal of Marketing Intelligence and Planning, South African Journal of Business Management, and Management Dynamics on the topics of marketing and ethics. She has also presented a number of conference papers at both local and international academic conferences and is a regular contributor to the popular press.

In 2017, she was appointed as member of the Editorial Review Board of the Journal of Product & Brand Management.

Nicola teaches in the areas of marketing, branding, customer focus and reputation management.