



Nicola Kleyn

Nicola Kleyn is the Dean of Executive Education and Professor of Corporate Marketing at Rotterdam School of Management, Erasmus University (RSM) in the Netherlands.

Prior to joining RSM in August 2020, she served as the dean of the Gordon Institute of Business Science, where she also lectured on various marketing-related academic and company-specific short courses, and was a consultant to a number of organizations seeking to grow customer, brand and reputational equity, having been with GIBS as a faculty member from the School's inception in 2000. Before that, Prof. Kleyn headed leadership and development for Investec Bank, and was a lecturer and senior lecturer in the Department of Business Economics at the University of the Witwatersrand in Johannesburg.

Prof. Kleyn is an active member of the international business school community. She is the former chair of South African Business Schools Association, and heads the accreditation for the Association of African Business Schools. She serves as the Vice-President (Africa) for CEEMAN - the International Association for Management Development in Dynamic Societies and has engaged with business schools from emerging contexts all round the world. She speaks regularly on panels about business education and enjoys chairing them. She is also a global EY Fellow.

She holds a BComm (Hons) and an MBA from the University of the Witwatersrand and a DBA from the University of Pretoria. Her research is applied in nature and focuses on corporate branding and reputation management. She has published in a range of journals including the European Journal of Marketing, Journal of Business Ethics, California Management Review, Marketing Intelligence & Planning, Journal of Brand Management and International Marketing Review.