

Résumé: Prof. Adré Schreuder
(Extraordinary Professor in the Department of Marketing Management)

Prof Adré Schreuder started off his career as a Marketing Assistant at the Marketing Division of the Department of Post and Telecommunication. In 1988 he accepted a position as Lecturer at the Department of Business Economics at the University of Pretoria. Thereafter he was promoted to Senior Lecturer in 1989. In July 1993 Prof Schreuder was appointed as Associate Professor at Rand Afrikaans University, before returning back to the University of Pretoria at the beginning of 1994. He returned to university as Chair in Marketing Training at the newly formed Department of Marketing and Communication Management and also became a full Professor. In 1994, Prof Schreuder was also appointed Head of Department of Marketing and Communication Management at the University of Pretoria. His academic career then came to an end and he was awarded a position as Extraordinary Professor at the University of Pretoria, in 1999.

After 15 years in various academic positions, Prof Schreuder established a partnership research company called Consulta Research and was appointed as Managing Director. Consulta Research shared its shareholding with the University of Pretoria and was established as a registered private company that operates as a research supplier, specialising in state of the art business research solutions for a wide variety of clients. His vision for Consulta Research was to establish a supportive climate for high-level research, consultation work, community service, and an international network of academic teamwork and interaction. Currently, he is CEO at Consulta Research.

Other management positions held by Prof Schreuder include Chairman of the Management School at UP, Research Committee and Marketing Committee within the Faculty at the University of Pretoria, Committee member for the Corporate Identity Change for UP, Chairman of the Transformation Committee for the Support Services Investigation on Marketing Services, Member of The Internal Advisory Board for the Director of Marketing Services, American Marketing Association (International), The Institute of Marketing Management, The Academy of Marketing Science (International), Facilitator for the Strategic Planning of Marketing Services, and Board member for the Chartered Marketer Programme (Professional Qualification) of the Institute of Marketing Management (IMM).

He is also an editorial member and referee for *South African Association of Management Scientists*, *Journal for Management Dynamics*, *Marketing Educators Conference* & *Journal of Product Development and Research* as well as Chair of SAMRA (South African Marketing Research Association) in 2011 to 2012.

Prof Schreuder also serves as a non-executive board member on various Boards of Directors of private companies in South Africa. Currently he is also CEO of South African Customer Satisfaction Index (NPC).