

## Main Board Members

| Name               | Job Title                   | Organisation  | Country     | Business Area               |
|--------------------|-----------------------------|---|-------------|-----------------------------|
| Kevin Wilson       | Professor                   | KEDGE Business School   | France      | Education                   |
| Diana Woodburn     | Visiting Fellow             | Cranfield School of Management                                  | UK          | Education                   |
| Richard Ilsley     | Partner                     | Sales and Marketing Consultancy Group                           | UK          | Consultancy                 |
| Rob Spencer        | Professor                   | KEDGE Business School   | France      | Education                   |
| Mike Green         | Head of Customer Management | RM plc.   | UK          | Technology                  |
| Ivan Snehota       | Professor                   | L'Università della Svizzera italiana (USI)                      | Switzerland | Education                   |
| Antonella La Rocca | Research Fellow             | BI Norwegian Business School / Akerhus University Hospital Oslo | Norway      | Education                   |
| Sue Holt           | Visiting Fellow             | Cranfield school of Management                                  | UK          | Education/<br>Boat Building |

|                |                             |       |             |           |
|----------------|-----------------------------|-------|-------------|-----------|
| Armelle Dupont | Global Key Account Director | Sidel | Switzerland | Packaging |
| Freddy Couchy  | Web master                  | AKAM  | France      | KAM       |

## Academic Board Members

| Name               | Title           | Organisation                               | Country     |
|--------------------|-----------------|--|-------------|
| Tony Buckley       | Professor       | Dublin Institute of Technology             | Ireland     |
| Ivan Snehota       | Professor       | L'Università della Svizzera italiana (USI) | Switzerland |
| Diana Woodburn     | Visiting Fellow | Cranfield School of Management             | UK          |
| René Zeier         | Professor       | Lucern University                          | Switzerland |
| Jakob Rehme        | Professor       | Linköping University                       | Sweden      |
| Antonella La Rocca | Research Fellow | BI Norwegian Business School               | Norway      |
| Kevin Wilson       | Professor       | Kedge Business School                      | France      |
| Bjorn Ivans        | Professor       | Bamberg University                         | Germany     |
| Nigel Piercy       | Professor       |  | UK          |