



FACILITATOR BIOS

ROSE DU PREEZ



Rose is currently a PhD candidate at the Royal Institute of Technology (KTH) in Sweden. Her research focuses on service strategy, operations design and internal branding. Rose's prior education includes an MBA from the University of the Witwatersrand (1994) and a B.Com from the University of South Africa (1992). She is published in Marketing Intelligence and Planning and the International Journal of Bank Marketing. Her most recent paper is "The impact of internal brand management on employee job satisfaction, brand commitment and intention to stay." Rose is a ICMI Certified Call Centre Management Consultant - one of only five South Africans to hold this accreditation.

Rose is the founding partner of Service Monitor Management Consulting and has spent her entire career in the service industry.

She has advised both large and small organisations throughout Africa, the United States, England and Australia and has been an active and passionate pioneer in the South African call centre industry for over 20 years. She is listed in the prestigious International "Who's Who" of Business Professionals for her outstanding entrepreneurial achievements. She is a member of PACE (formerly ICSA), the American Society of Training and Development (ASTD) and the International Customer Management Institute.

She travels extensively to stay at the forefront of trends throughout the service industry. She has spoken at key industry conferences in Australia, USA, UK and South Africa and has worked all over the world. Rose has a pragmatic no-nonsense approach to business challenges
