



### **W&R Leadership Chair Gauteng May 2021 – October 2023**

She is a certified Digital Marketing Professional, with over fifteen years in excellent academic performance and experience. She is a Senior Lecturer and Marketing Coordinator in the Department of Marketing Management at the University of Johannesburg. She holds a PhD (Industrial Economics and Management) from the Royal Institute of Technology in Stockholm and MCom (Marketing Management).

Dr Stiehler-Mulder has garnered a strong background of work, research and publications in South African and International Journals and Conference proceedings, where she presented broad research on Marketing, Branding, Retail and Consumer subjects.

As the current Chair, she looks forward to creating a platform that develops critical thinkers and problem solvers who can address the challenges facing the wholesale and retail industry, both nationally and internationally.

Beate Stiehler-Mulder LinkedIn profile <https://www.linkedin.com/in/beatestiehler/>

Beate Stiehler-Mulder Publications <https://scholar.google.com/citations?user=L7kSuQcAAAAJ&hl=en>