



RSM Erasmus University  
Burgemeester Oudlaan 50  
NL - 3062 PA Rotterdam  
[www.rsm.nl](http://www.rsm.nl)  
[mschouten@rsm.nl](mailto:mschouten@rsm.nl)  
+31 10 4082877

## George S. Yip appointed new Dean of RSM Erasmus University

Rotterdam, 12 December 2007 --- Effective 16 January 2008, the Executive Board of Erasmus University Rotterdam has named **George S. Yip** as the new Dean of RSM Erasmus University. He will be succeeding Prof.dr. Han van Dissel, who, on 1 September 2007, became Managing Director of the European Centre for Executive Development (CEDEP) in France. In the meantime, Prof.dr.ir. Berend Wierenga is acting as dean ad interim.

George S. Yip (a dual American and British citizen) is an expert in global strategy. For the last two years, he has been Vice President and Director of Research & Innovation at Capgemini Consulting, on leave of absence from London Business School, where he has been Professor of Strategic and International Management since 2001. Between 2003 and 2006, he was also the Lead Senior Fellow of the Advanced Institute of Management Research. Between 2001 and 2003, he also served as Associate Dean of London Business School and as Chair of its MBA programme. Earlier, he had worked as a professor at Cambridge University, UCLA, Georgetown University and Harvard Business School. His business experience includes management with Unilever and Pricewaterhouse. Finally, George Yip is a Fellow of the Academy of International Business. He studied economics and law at Cambridge University. He earned his MBA (strategy and finance) at Cranfield School of Management and Harvard Business School and also received a DBA (business policy) from Harvard Business School.

Jan-Willem Oosterwijk, Chairman of Erasmus University's Executive Board, is delighted with the appointment. He comments, "George has built up an excellent international reputation. As a member of supervisory and management boards, George can tap into a huge amount of in-depth business experience. Equally important, he has gained a great deal of experience in strategic management, particularly at MBA level. His arrival is signalling to the wider world that, as one of the leading business schools, RSM Erasmus University is determined to rank among Europe's 'Ivy League' business schools. We are convinced that, by bringing in George, we will have a strong manager who can help us to achieve that ambition."

**RSM Erasmus University** is an internationally top-ranked business school renowned for its ground-breaking research in sustainable business practice and for the development of leaders in global business. Offering an array of bachelor, master, doctoral, MBA and executive education programmes, RSM is consistently ranked amongst the top 10 business schools in Europe. [www.rsm.nl](http://www.rsm.nl)

For more information on RSM Erasmus University or on this release, please contact Marianne Schouten, Media & Public Relations Manager for RSM Erasmus University, on +31 10 408 2877 or by email at [mschouten@rsm.nl](mailto:mschouten@rsm.nl).