

INVITATION

You are invited to a hybrid **Public Lecture** with Distinguished Visiting Professor **Robert Ebo Hinson** entitled:

How Brands are Built in a Responsible Manner, Cognisant of Environment, Social and Governance (ESG) Imperatives

DATE: 10 October 2024

TIME: 12:30 – 13:30 (SAST)

PLATFORMS:

In person: CBE Boardroom I A-Ring, Ground Floor I UJ Auckland Park Kingsway Campus

Online: Please **CLICK** to register

https://us02web.zoom.us/meeting/register/tZUuce2hqzosGNE_I3dPKLtKpzInlxTfqF7i#/registration

ABOUT THE SPEAKER

Professor Robert Ebo Hinson is Pro Vice-Chancellor at the Ghana Communication Technology University and a Distinguished Visiting Professor at the University of Johannesburg in South Africa.

He has also acted as Vice Chancellor of the University of Kigali, Deputy Vice-Chancellor Academic at the University of Kigali, and Director of Institutional Advancement at the University of Ghana. He has also served as Head of the Department of Marketing and Entrepreneurship at the University of Ghana Business School and Account Director of a multiple award-winning advertising agency.

In his advertising agency career, he acted as Account Director of globally recognised brands like Mercedes, Microsoft, Canon, Peugeot, Symantec, and APC. He also worked as a Marketing Advisor to the CAL Bank IPO, which to date is one of the most successful IPOs in the history of the Ghana Stock Exchange.

Professor Robert Ebo Hinson holds a PhD in International Business Economics from the Aalborg University Business School in Denmark, a DPhil in Marketing from the University of Ghana, and a Chartered Marketing qualification from the Chartered Institute of Marketing, UK.

He is a married family man and a Christian who has been a member of the United Denominations originating from the Lighthouse Group of Churches for the last thirty years.



DEPARTMENT OF
MARKETING MANAGEMENT

