



Business School Lausanne

BBA, MBA, EXECUTIVE MBA, DBA

Press Release

Business School Lausanne Appoints Georges Knell as Associate Dean

Lausanne, Switzerland – **22 March 2010** – Business School Lausanne (BSL), part of the Lemania Group of Swiss Private Schools, announced the appointment of Professor Georges Knell to Associate Dean. Professor Knell will assist in the academic direction of BSL and will lead four new masters programs being launched in September 2010.

“With past management roles at Grenoble Ecole de Management and London School of Business & Finance, Georges brings a wealth of academic and professional experience to BSL,” said Dr. Katrin Muff. “I am pleased to welcome Georges to BSL and am confident that he will make significant contributions in strengthening our growing position in innovative business education.”

Prior to joining BSL as a marketing professor, Professor Knell was a Program Director at Grenoble Ecole de Management, where he headed the school’s marketing, management consultancy and services marketing. His experience in the academic sector began in 2004, when he served as Associate Dean for the London School of Business & Finance. Beginning his career in marketing, Professor Knell has held various positions for Bongrain SA, Cora Supermarkets and L’Oréal cosmetics.

Professor Knell brings BSL a distinctive knowledge-base having worked with successful and growing educational institutions in competitive markets. Responsible for creating new business programs for the London School of Business & Finance, Professor Knell helped build the school from 20 to 500 students in just 5 years time. In starting at BSL, Professor Knell will launch four new masters programs specialized in International Business, Finance, Marketing, and Sustainable Entrepreneurship.

Professor Knell is an MBA graduate of London Business School and is currently pursuing a DBA (Doctorate of Business Administration). He is a chartered marketer and fellow member of the Chartered Institute of Marketing (CIM), as well as a fellow member of the Chartered Management Institute (CMI).

About Business School Lausanne

Business School Lausanne is a leading innovator in higher business education for entrepreneurs. The school’s ACBSP accredited degree programs include BBA, Masters, pre-MBA, full-time and part-time modular MBA, Executive MBA and DBA. BSL takes a pragmatic approach to learning by applying theory to practice, and is backed by an international faculty of seasoned business practitioners. BSL attracts students from around the world, creating a multicultural environment of more than 30 nationalities. BSL was founded in 1987 and is a member of the Lemania Group of Swiss Private Schools.

For further information, contact:

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