

AIB ANNOUNCES 19 NEW INDUSTRY LEADING GUEST LECTURERS

Australia's largest MBA provider, Australian Institute of Business (AIB), is proud to announce that 19 new influential business leaders are partnering with AIB as Industry Guest Lecturers. The recent additions include Martin Herbst (Asia Pacific General Manager, eBay Classifieds Group - Gumtree), Cain Cooke (General Manager, CIBO Espresso), Lee Stewart (Head of Sustainability, Fujitsu Oceania) and Barry Trubridge (Partner of PWC.)

AIB's Industry Partnerships were introduced to give students the opportunity to learn from the best in business, strengthening the practical learning journey and industry linkage for the AIB student community, over 90% of which are working professionals.

Gumtree Australia General Manager Martin Herbst is excited to be joining the AIB Industry Guest Lecturer team. He has 15 years' experience launching and leading eCommerce and digital media brands, with previous roles at Wall Street Journal and PayPal.

Martin's leadership agenda places an emphasis on diversity, collaboration and innovation, and at Gumtree Australia, he has shaped an inclusive and empowered workplace culture characterised by the 50/50 gender balance on the leadership team.

"I'm really excited to be presenting on *Strategic Management* and *Managing People in a Global Context*. I'll be sharing insights from my career and current role leading global teams in Australia and Hong Kong that are driving solid growth in both user metrics and revenue for leading online marketplaces Gumtree Australia and Gumtree Singapore," said Martin.

Barry Trubridge, Partner of PWC, also joins the team, guest lecturing in the MBA subject *Managing Change*. Barry has over 20 years' experience in the financial sector, defining and executing retail banking and wealth business strategies, and has held consulting, general management and executive leadership roles in the UK, Switzerland and Australia.

"I'm thrilled to be guest lecturing with AIB in change management, sharing my insights on customer-led transformation. Connecting change to an overarching purpose and ensuring that all leaders understand why it is needed is absolutely critical. You've got to be in touch with the real world, get real feedback and understand where real people are at with the change," Barry said.

On the tremendous value these new Industry Guest Lecturers bring, AIB CEO Paul Wappett said, "We introduced Industry Guest Lecturers last year and the feedback to date from our student community has been hugely positive. The linkage between education and what is happening in industry today is so important, and these industry experts add another layer to that for our students. We're excited to welcome Martin, Barry and all of the innovative leaders that will be guest lecturing with us this year."

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Other recently announced Industry Guest Lecturers include:

Andre Moten (Chief Operating Officer Aus & NZ, Corporate Travel Management)

David Fechner (Partner, BDO Australia)

Natalie Truong (Head of B2B Marketing, Pacific, Mercer)

Rohan Higgins (CFO, Kyocera Document Solutions Australasia)

Tracie Deegan (General Manager, HR & Development, Alliance Airlines)

Find more about AIB's Industry Partnerships and Industry Guest Lecturers [here](#).

For media enquiries: Belinda Petersen, belinda@bppr.com.au, 0402 358 000

About AIB: Australian Institute of Business is a Higher Education Institution offering the full suite of business degrees, exclusively serving the needs of working adults. AIB is the largest MBA provider in Australia, delivering fully accredited postgraduate programmes that are globally recognised. AIB is over 30-years-old and has more than 16,000 students and graduates across 90 countries.