

## AIB WELCOMES NEW INDUSTRY PARTNER AUDI AUSTRALIA

Australia's largest MBA provider, Australian Institute of Business (AIB), announces a new industry partnership with Audi Australia and its Chief Human Resources Officer Zena Boakes, who, as an Industry Guest Lecturer, will further enrich AIB's practical MBA programme with up-to-date industry insights.

AIB launched its Industry Partnerships initiative last year, collaborating with a number of prominent businesses and their leaders to strengthen the practical learning link for students. As Industry Guest Lecturers, business leaders and industry experts share their professional experiences through a series of online guest lectures, giving AIB students a unique and practical understanding of how MBA theories and principles are applied directly to the workplace.

AIB CEO Paul Wappett said, "We introduced Industry Guest Lecturers last year to enable our students to learn from some of Australia's and the world's the most innovative and successful business leaders, and the feedback to date has been hugely positive. Our students have learnt from the likes of Lee Tonitto, CEO of Australian Marketing Institute; Matt Tindale, Managing Director of LinkedIn Australia and New Zealand; Lyn Goodear from Australian Human Resources Institute; and now Zena Boakes from Audi Australia."

Zena Boakes has significant national and international industry experience, with a 20-year career spanning the breadth of the HR function in a range of industries including retail, automotive, telecommunications, travel technology and professional services. In 2015, she was appointed as Chief Human Resources Officer at Audi Australia, where she leads the HR function for Head Office and the company owned dealership in Zetland, Sydney.

"I've graduated from AIB, so I'm keenly aware of how important 'real life' business experiences and challenges can be to learning. I've been fortunate to have a long and varied career in Human Resources which means I've encountered a vast spectrum of business and personal challenges. In becoming an Industry Guest Lecturer, my goal is to equip students who will graduate from the MBA with a deeper practical understanding of the theory and how to apply it in their careers," said Zena Boakes.

Paul Wappett said, "As the practical business school, giving practical and relevant learning opportunities to our students is at the heart of what we do. We want all our students to graduate with a real-world understanding of modern business practices and be able to use this knowledge to achieve their career goals."

Students studying with AIB have the exclusive opportunity to learn from Zena's guest lectures in Strategic Human Resource Management and Managing People in a Global Context.

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

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### About AIB:

Australian Institute of Business is a 32-year-old 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 has more than 16,000 students and graduates across 90 countries.

**About Audi Australia:**

Audi Australia Pty Ltd is a wholly-owned National Sales Company of AUDI AG, with a vision to be the best and most progressive premium brand in Australia. In 2017, the company sold over 22,000 vehicles in Australia. The Audi Group, with its brands Audi, Ducati and Lamborghini, is one of the most successful manufacturers of automobiles and motorcycles in the premium segment. It is present in more than 100 markets worldwide and produces at 16 locations in 12 countries. In 2017, the Audi Group delivered to customers about 1.878 million automobiles of the Audi brand alone. At present, approximately 90,000 people work for the company all over the world, more than 60,000 of them in Germany. Audi focuses on sustainable products and technologies for the future of mobility.