

# DR JONATHAN MARKS

Academic - Researcher - Educator - Entrepreneur

## PERSONAL PROFILE

I am an experienced academic, entrepreneur and practitioner. I have a wealth of knowledge and practical experience in the field of innovation and entrepreneurship, having worked as an entrepreneur, entrepreneurship educator, researcher, course designer and consultant. I bring an abiding passion to my work and am deeply committed to being an educator and to contributing to the ongoing discourse of entrepreneurship research.

## CAREER HIGHLIGHTS

- Founded and sold multiple businesses.
- Raised \$1 million at University of Cape Town.
- Completed Ph.D in entrepreneurship education
- Published and reviewed research in a wide range of journals.
- Launched and growing EdTech startup business.
- Developed, delivered and lead multiple undergraduate and post-graduate entrepreneurship programmes.

## GET IN TOUCH!

I can be reached on:

W: [jonathanmarks.co.za](http://jonathanmarks.co.za)

E: [jay@jonathanmarks.co.za](mailto:jay@jonathanmarks.co.za)

M: +27-82-469-0104



## PROFESSIONAL EXPERIENCE

### Gordon Institute of Business Science (University of Pretoria)

Senior Lecturer | October 2012 - present

**Leadership:** Director of GIBS Full-time Entrepreneurship MBA programme responsible for managerial operation and strategic positioning of the programme. Faculty Lead for the Entrepreneurship focussed MBA; a curated programme that exists within the core MBA degree. Have grown enrolment in the Entrepreneurship Full Time MBA three-fold over the last three years and have established five entrepreneurship electives and an international study tour to Israel. Faculty Lead for two online programmes - Business and Management Development, and Start Your Business 101, a course I designed and developed in partnership with LinkedIn.

**Teaching:** Current teaching responsibilities are across all academic programmes, as well as open and executive programmes. Apart from core courses related to innovation and entrepreneurship, I have designed and delivered six electives over the last seven years, including Advanced Entrepreneurship, New Venture Creation, Corporate Innovation & Entrepreneurship, Family Business Venturing, Technology Venturing, and International Venturing Lab.

**Supervision:** Extensive post-graduate supervision experience, having successfully supervised approx. 100 Masters and PhD students. I play an active role in service and leadership roles; am currently vice-chair of the Research Ethics Committee and a committee member for the post-graduate research committee.

**Consulting:** Wide and varied consulting experience, having worked with World Bank, MultiChoice Africa, Western Cape & Gauteng Provincial Governments, McDonalds SA, Leapfrog Investments, JP Morgan Chase Foundation. Consulting engagements have included commissioned research, strategic consulting, entrepreneurship development and innovation interventions. I am an advisor to SIMODISA - a South African start-up advocacy organisation.

**Research:** Active researcher cross a number of domains, including entrepreneurship education, entrepreneurial thinking and mindset, start-up internationalisation, technology entrepreneurship, family business, entrepreneurial finance, and women entrepreneurship. I am also a case study writer, having published cases with Emerald and Ivey Publishing. Active reviewer for a number of journals and conferences, including Academy of Management, European Council for Small Business and Emerald Emerging Markets Case Collection, as well as entrepreneurship co-track chair for the 2020 North American Case Research Association Conference.

**Department of Construction Economics (University of Cape Town)**

*Senior Lecturer | January 2008 - December 2012*

- Developed and deliver under-graduate and post-graduate course in entrepreneurship, enterprise and management.
- Taught entrepreneurship and new venture planning to post-graduate students across the engineering, science and humanities disciplines.
- Supervised research (to completion) for approx. 70 post-graduate students
- Served as vice-chair of the faculty Transformation Committee and initiated a faculty-wide immersion related to prejudice and discrimination.
- Completed Ph.D after securing competitive funding from the National Research Foundation.
- Served on the executive of the Academics Union and drive a re-branding and membership drive.

**Allan Gray Orbis Foundation**

*Consultant (Curriculum Development) | June 2005 - December 2015*

- Designed, developed and delivered a multi-year entrepreneurship development programme for Foundation beneficiaries.
- Developed and directed scholarship selection camps over a five year period.
- Developed the monitoring & evaluation framework and research strategy for the Foundation.

**University of Cape Town Graduate School of Business: Centre for Innovation & Entrepreneurship**

*Founding Director: Ackerman Academy of Entrepreneurship | January 2003 - December 2007*

- Raised approx. \$1 million to launch the Ackerman Academy of Entrepreneurial Development
- Designed and delivered a one-year programme of entrepreneurship education to school leavers
- Effectively managed relations between university of the donor family
- Presented the Academy model at Commonwealth Conference (India, 2007)

**Professional experience prior to 2003**

*1998 - 2002 Chief Executive Officer: VisualNet (Internet, network and application service provider)*

*1990 - 1997 Managing Director: Jonathan Marks Realtors (commercial real estate development)*

*1988 - 1989 Officer: South African Defence Force: Special Forces*

**EDUCATION**

**University of Cape Town**

*Doctorate in Philosophy | 2012*

- Completed a PhD entitled ' Kolb Interrupted: Student experience of an experiential learning approach to entrepreneurship education'.
- The study attracted competitive funding from the South African National Research Foundation and has been presented at the European Entrepreneurship Education conference (Sweden).

**University of Cape Town**

*Masters in Business Administration | 2001 - 2002*

- Completed an MBA at the University of Cape Town Graduate School of Business focussed on entrepreneurship.
- Held the role of Class President and received the class prize for Strategy and Emerging Enterprise Consulting.
- MBA research focussed on narrative and storytelling in organisations was presented at the first Storytelling in Business Conference (New York City, 2003).

**Cape Peninsula University of Technology**

*Chartered Institute of Company Secretaries | 1985 - 1987*

Completed training for accreditation with the Institute of Chartered Company Secretaries and Administrators.

## RECENT PUBLICATIONS

Recent, in-press and final review publications are listed below.

### *Recent Publications*

Hidden, K., & Marks, J.T. (2020). Misaligned need in the pursuit of shared value: A multi-stakeholder study of the shift from corporate social responsibility to corporate social entrepreneurship in an emerging economy. *Journal of Entrepreneurship and Innovation in Emerging Economies*, 6(2) 1-20.

Swartz, E., Marks, J.T., & Scheepers, C. (2020). Venture support organizations - Lighting a path for entrepreneurship in South Africa?. *Entrepreneurship Research Journal*, 10(2), 1-4.

Marks, J.T., Dawa, S., & Kanyemba, S. (2020). Transnational entrepreneurship in sub-Saharan Africa: An absorptive capacity theory of knowledge spillover entrepreneurship perspective. *Journal of Entrepreneurship and Innovation in Emerging Economies*, 6(1), 114-139.

Swartz, E., Amatucci, F.M., & Marks, J.T. (2019). Contextual embeddedness as a framework: The case of entrepreneurship in South Africa. *Journal of Development Entrepreneurship*, 24(3), 1-23

### *In Press and Under Final Review*

Marks, J.T., & Mudely, S. (2020). The role of religion in the formation of trust-based relationships among South African entrepreneurs. In K. Pavlovich (ed), *Spirituality, Entrepreneurship & Social Change*. Singapore: World Scientific.

Bucci, A., Marks, J.T. (2020). Incubators as a co-created learning context. *International Journal of Entrepreneurial Behaviour & Research*

Marks, J.T. (2020). *Granadilla Swimwear: Finding opportunity in times of crisis*. London: Emerald Emerging Markets Case Studies.

## COMMUNITY INVOLVEMENT

- Co-founder and Trustee for the C'Dabra Foundation (focussed on educator development)
- Past vice-President Cape Town Progressive Jewish Community
- Past-chairman Mensch (network of social entrepreneurs)

## REFERENCES

Emeritus Professor Paul Bowen  
University of Cape Town  
Department of Construction Economics  
paul.bowen@uct.ac.za  
Mobile: +27-82-685-9925

Ms. Elizabeth Wallis  
Leapfrog Talent Accelerator  
elizabethwallis@leapfroginvest.com  
Mobile: +27-82-558-2664

Ms. Karen Hidden  
3X4  
karen@harlequinduck.co.za  
Mobile: +27-83-260-9996