



Just Water International Limited

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15 March 2013

TO WHOM IT MAY CONCERN

Associate Professor Dr. Robert Davis

Support for Professor in the Graduate School of Management

I have known Robert since 2009. I came to be directly involved with Robert in his Masters of Business teaching and research as well as through my support of the innovative Business Schools in Secondary schools programme that Robert created within the Department of Management and Marketing. I also am involved with funding masters' students' research projects. As you may be aware I have been a long-time supporter of business education in secondary schools and at the University of Auckland Business School.

I was recently impressed with a Programme that Robert was running. Twelve Masters of Business students came out to our offices one Friday for 2 hours to learn about Just Water, as part of their Marketing Strategy course. I had provided them with challenges facing the Company. The following Friday they came in for two hours again and each student presented their proposal for solving the Company challenges. The students individually developed solutions, from a marketing, as well as other business perspectives for Just Water.

They presented the solution and a short report was also provided. I was very impressed by this exercise. The high quality of the innovative learning process for the students and me was significant. It was great to also see innovative solutions that were research informed. There were many stages of learning and at all stages of the experience value was gained. One thing that was also important to be was the professional way Robert delivered this process. The students themselves also had a high level of professional conduct. It was great to see the integration of professional and personal skill development into the whole learning process.





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I understand Robert and his 12 students will be working with other companies in the semester including Air New Zealand, Fisher and Paykel Healthcare as well as innovative IT companies like The Human Interface. What an exciting journey and it is great to see students working with real companies and real decision makers. The course itself is an excellent example of world-class team-based learning.

As I have observed Robert in this course and since 2009 in his other academic and research leadership activities; he is a leader with very high professional and academic standards. I have appreciated this connection because I know that Robert is an international research leader in marketing. Robert demonstrates a significant understanding of that discipline as well as many related areas. Robert is able to communicate, share and collaborate that knowledge to his students at all levels, business people as well as his research colleagues.

I strongly support Robert in the position of Professor in the Graduate School of Management for the reasons I have ascribed. From my perspective, I would like to see the type and calibre of person that Robert is, in senior academic positions.

If you require further information, please contact the writer.

Kindest regards

Tony Falkenstein
Chief Executive

