



Media Release

SMU appoints new Dean for Business School

Singapore, 1 September 2021 (Wednesday) – The [Singapore Management University](#) (SMU) announced today that it has appointed **Professor Bert De Reyck** as the Dean of [Lee Kong Chian School of Business](#) (LKCSB). He takes over the helm from Professor Gerry George who served as Dean from 2015 – 2021 and will assume the role for a five-year term. Professor George has moved to Georgetown University and will continue his association with SMU as a Visiting Professor.

SMU Provost **Professor Timothy Clark** said, “I would like to take this opportunity to thank Professor Gerry George for his outstanding leadership and tremendous contributions to SMU and LKCSB, and the strong legacy he leaves. I am confident that Professor De Reyck, with his prior leadership experience and outstanding research and teaching achievements, will be able to build on this legacy and significantly contribute to LKCSB’s success as a leading provider of high-quality business education and propel it to greater heights of excellence globally.”

Professor De Reyck’s appointment was very strongly supported by the SMU Board of Trustees, President, and other key internal and external stakeholders, and resulted from an extensive and rigorous global search that started in May 2020.

Professor De Reyck brings to his role a rich repository of academic and research achievements. He earned his BSc in Applied Economics, MSc in Information Systems Engineering and PhD in Operations Management from the University of Leuven, Belgium. He is the Founding Director of the UCL School of Management at University College London. Before joining UCL, Bert held positions at London Business School, the Kellogg School of Management at Northwestern University and the Rotterdam School of Management. He has also taught at Columbia University, Hong Kong University, and CEIBS. He has been the recipient of several teaching and applied research awards.

An accomplished scholar, Professor De Reyck’s research activities focus on decision analytics, artificial intelligence, and project management. His award-winning research is published in numerous academic and professional journals and it has seen applications in a wide variety of companies in the life sciences, aerospace, and transportation industries. He has also secured several research grants, industry sponsorships and projects with organisations such as Eurocontrol, the UK Department for Transport, Network Rail, Heathrow Airport, The Noble Group, Dunlop Aerospace, Eaton Aerospace, the New York Transit Authority, Pfizer, Merck, Roche, Novartis, Sanofi-Aventis, and Shire.

Professor De Reyck enjoys the reputation of being a dedicated educator, an inspiring leader and an able administrator who is highly respected by his colleagues. In accepting the appointment as the Dean of LKCSB, he said “This appointment is a real honour. I have followed the developments at SMU closely since its establishment twenty years ago and have always been very impressed by its accomplishments in such a short timeframe. Despite their short history, SMU and LKCSB have already established themselves as one of the leading institutes in Asia, and I am thrilled to have the opportunity to contribute to continuing that trajectory. I am also very much looking forward to working with the fantastic group of faculty, administrative leaders, students and alumni across LKCSB and SMU.”

Enclosed : Photo of Professor Bert De Reyck

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About Singapore Management University

A premier university in Asia, the Singapore Management University (SMU) is internationally recognised for its world-class research and distinguished teaching. Established in 2000, SMU’s mission is to generate leading-edge research with global impact and to produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy. SMU’s education is known for its highly interactive, collaborative and project-based approach to learning.

Home to over 11,000 students across undergraduate, postgraduate professional and postgraduate research programmes, SMU comprises six schools: School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Computing and Information Systems, Yong Pung How School of Law, and School of Social Sciences. SMU offers a wide range of bachelors', masters', and PhD degree programmes in the disciplinary areas associated with the six schools, as well as in multidisciplinary combinations of these areas.

SMU emphasises rigorous, high-impact, multi- and interdisciplinary research that addresses Asian issues of global relevance. SMU faculty members collaborate with leading international researchers and universities around the world, as well as with partners in the business community and public sector. SMU’s city campus is a modern facility located in the heart of downtown Singapore, fostering strategic linkages with business, government and the wider community. www.smu.edu.sg

About SMU Lee Kong Chian School of Business (LKCSB)

SMU commenced its curriculum in 2000 with the School of Business, which welcomed its pioneer cohort of students in August 2000. In 2004, the Lee Foundation contributed S\$50 million to SMU in honour of the late Dr Lee Kong Chian, a well-known Southeast Asian businessman, philanthropist and community leader. In recognition of the Lee Foundation's generosity, SMU named in perpetuity the School of Business, the building and the university-wide scholars programme after Dr Lee Kong Chian.

Today, LKCSB is a dynamic Asian business school with more than 4,000 students and over a hundred full-time faculty members with doctorate degrees from renowned universities such as Cornell, Harvard, INSEAD, London Business School, Wharton, Oxford, Stanford and Yale. The school offers undergraduate, master's and doctoral programmes and is affiliated with a number of research centres such as the Sim Kee Boon Institute for Financial Economics, the Centre for Marketing Excellence and the Institute for Innovation and Entrepreneurship. www.business.smu.edu.sg