

Porsche Sponsors Family Business Professorship

The iconic sports car manufacturer Porsche, a founding family controlled business, has announced that it will sponsor a family business chair that will be established at the German business school - HHL Leipzig Graduate School of Management. Dr Stephan Stubner will be the first person to hold the position of the Chair of Strategic Management and Family Business which Porsche will sponsor for an initial period of five years. Dr. Stubner has an academic background in family business strategy and international entrepreneurship and governance. He also has many years of experience in strategic consulting.

In its communique, Porsche stated that the objective to establish this Chair was to offer scientifically founded solutions to the issues faced by entrepreneurs and family businesses. Explaining the company's objective in sponsoring the Chair, Lutz Meschke, chief financial officer of Porsche said, *"Porsche stands for a successful product strategy and decades of tradition. The new [post] is an ideal symbiosis of science and economy, and offers young people and managers a facility to link theory with practical experience."*

Source: Campden FB, July 10, 2013