

Jeremy Charoux

RISING TO THE CHALLENGES OF TOMORROW'S EDUCATION

The new Business Development Director of the Charles Telfair Institute (CTI) was appointed in January to oversee its marketing department. One of his main objectives is to attract more students from the African region.

Eve FIDÈLE

Born in South Africa to Mauritian parents, Jeremy Charoux, 37 years old, grew up at a time of social transformation, the abolition of apartheid. Although Jeremy's parents decided to return to the Mauritian soil, he opted to stay in South Africa. Completing university in 1997 with a BA in Law, Jeremy joined the marketing department of Coca-Cola in 1998.

"I was lucky enough to get an internship at Coca-Cola, which after one year led to a full-time job," says Jeremy Charoux. He then travelled all over the country, spending six weeks in different departments where he acquired a good foundation in business. Working on the brand Coca-Cola gave him the opportunity to meet people from many different countries. "There was an exchange of ideas and a lot of new thinking. It was challenging to work with a leadership brand." Loving challenges, Jeremy Charoux shifted from the leading brand Coca-Cola to 'challenger brands' like Sprite and Fanta. "It was a really good experience. Sprite and Fanta were not number one and had to fight for market shares."

In the meantime, in 1999, he started studies for his MBA on a part time basis at Wits University. After ten years at Coca-Cola, South Africa, he moved to Australia to grab a good job opportunity at Coca-Cola Australia. He stayed within the company for another three years, and then went on to join Unilever, followed by Reckitt Benckiser. Being passionate about unlocking future growth potential, Jeremy Charoux spent much of his career developing and delivering growth plans within global organizations. He was lucky enough to work in a number of countries and have had experience in both devel-

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oping and developed markets such as South Africa, Zimbabwe, Mozambique, Angola and Namibia, Australia and New Zealand.

And being a collaborative individual, Jeremy enjoys working with different people. He likes bringing out the best in people and thinks that a person cannot succeed in today's world in isolation. He is strongly convinced that people need to constantly talk and connect. "I like interacting and working with people. Getting an idea together, then seeing the idea grow and come to life is wonderful. A group of people working together is in a much better position to come up with a brighter idea than an individual."

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At times, Jeremy felt that work in Australia was saturated. He felt a little bored and wanted to do something different. He then shifted to education. "Education, apart from being a key economic pillar, also has the ability to provide a meaningful contribution to improving the lives of individuals and of the community at large," he says.

Every two years, for the past 15 years, Jeremy has spent at least a month in Mauritius on vacation. Each time, he has been amazed about the growth and development of the island and also of the Charles Telfair

Institute (CTI), which has been founded by his parents. So he left everything in Australia to take up yet another challenge, now as the Business Development Director of the CTI. "There is a strong foundation at the CTI, and the opportunity to try growing it further is very exciting," says Jeremy Charoux. One of his main objectives is to attract students from the African region in line with the vision of the Tertiary Education Commission. "We already have about 80 students from the African region, mostly from Zimbabwe, Botswana, Rwanda, Reunion Island, Madagascar and the Seychelles. We never did any marketing in those countries and it will be challenging to market within them."

Being a man of integrity, Jeremy Charoux works hard to deliver quality, with high esteem for his students and their parents. "At the end of the day, quality is what makes us stand out. People want quality and an international education. Our goal is to continuously deliver an education that meets international standards."

The CTI works with Curtin University, the Challenger Institute of Technology and the Central Institute of Technology and is regularly audited by these Australian institutions. So the standards at the CTI need to be very high, as good as in Australia, if not better.

"As we all know, education in general is going through significant changes as a result of globalization. Mauritius and the CTI are not immune to these forces. They must constantly innovate and adapt if they wish to continuously grow in the future. This will need to be done whilst maintaining the quality of our current offerings."

By providing quality education, Jeremy Charoux wants to make sure that his students

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A family man: Jeremy Charoux enjoys spending time with his wife, Samantha, and their two children, Isabella and Daniel. "I try to make that a priority."

His favourite books: Jeremy Charoux is an avid reader. He likes science fiction, but "as I am getting older, I read more books related to economics and politics", he says.

His hobby: "I like to cycle whenever I have time."

His motto: "I think that there are different mottos for different situations. We need to be careful because if we take one motto for everything, it may not be the right one for a particular circumstance."

His childhood dream: "I wanted to be an ice-cream seller and a diplomat."

His pet peeve: Jeremy Charoux does not like complacency. "It frustrates me when I see people stop trying and expect things to come their way. I think that if you stand still, the world will pass you by."

He likes: Integrity.

get employed after completing their studies. For this reason, the education delivered must be relevant to the labour market. So another major challenge for the Business Development Director is to work closely with firms so as to understand their requirements. "It is important for the CTI and for me to equip our students for the world of tomorrow because things are constantly changing."