

ABESA Directors

Lyndon Jones



Lyndon Jones has had a long and distinguished career in the UK Higher Education sector. He has worked in Britain, Western Europe, South East Asia, the USA and Africa. He has written a number of books and been published extensively in the press. Lyndon has also been influential in shaping education policy having served on numerous committees including the Business Education Council, the Council for the Accreditation of Correspondence Colleges, BBC Further Education Advisory Committee, British Accreditation Council for Independent Further and Higher Education, and the International Federation for Training and Development Organisations to name but a few. In recognition of Lyndon's outstanding services to education, he has been awarded the Management and HRD Excellence Award from ARTDO.

Lyndon established ABE in 1973 as a not for profit organisation dedicated to the intellectual, social and economic development of individuals and communities through the provision of relevant, high-quality, affordable qualifications. In pursuit of this, Lyndon continues to travel extensively and to meet with students, colleges and senior government officials across the world.

Jason Raife



After graduating from University College London and University of Wales, Jason's major roles have included lecturing in a major UK college of Further Education followed by holding a variety of senior quality assurance and international business development positions within the UK's largest awarding body. As Director of Business Development at ABE and more recently, CEO of ABP (ABE's sister company), the ABE group of companies has benefited significantly from Jason's awarding body industry expertise.

Hendrik Botha



Hendrik is a qualified and experienced commercial and education manager. Over the last ten years, he has been instrumental in managing and successfully executing dealings in private education in Southern Africa. Hendrik served as an executive and manager of training companies in Africa.

During Hendrik's previous position at Damelin, the immediate challenge was to effect the integration and realignment of the Milpark and Damelin Business Schools and MBA programmes. The MBA programme attained 8th highest ranking by Financial Mail/Markinor annual survey in SA in 2005 and 2006. He obtained his Masters (Cum Laude) and Doctorate degree in business management from North-West University.



Nicola has worked at executive level within the education environment at one of South Africa's leading private education institutions, as well as for a reputable distance learning institution. She has built a reputation within the South African education field as a 'turn around' specialist in both Higher Education and Further Education and Training. Nicola's long term vision is to bring affordable and appropriate education to Africa, to empower and develop the nations in sub-Saharan Africa through formal recognition of competence and continuous professional development.

