

Caroline Christina Rowland

Caroline Rowland was born in England, but grew up in Welkom. After completing a BA degree (English and Journalism) at Rhodes she moved back to England in 1989.

Caroline worked in advertising until founding and launching New Moon in 1996 from her spare room with just £1,500. Within six days of the launch she received her first assignment and within six weeks had three global brands as clients. New Moon now employs a permanent team of 16, operating from landmark offices in the heart of London's Soho and working with countless countries and some of the biggest corporates and brands to tell their stories to audiences across the globe. Caroline is said to have redefined the role of film in campaigning for major sporting, cultural and business contracts.

New Moon's defining moment came with the production of *Sport at Heart* and *Inspiration* the two films that played a central role in the successful London 2012 Olympic Bid. These films have received 26 awards between them. Apart from the creative accolades; *Inspiration* was awarded the Clarion Award for Corporate Social Responsibility in Film in 2005. Since then, New Moon has helped nine out of thirteen other sports bids to victory.

New Moon is a British success-story, working as a valuable strategic partner with business and government, but the company is anchored by the principles of social entrepreneurship and aims to fulfil a humanitarian objective.

As a Trustee of the Rhodes UK Trust, Caroline contributes her time and experience to helping to create education and employment opportunities for students. The Trust administers the *Derek Jacobs Scholarship Fund* and in 2014 the Trust Members agreed that the written applications received from students did not portray their true potential. Caroline offered to come to Rhodes to interview them personally, in order to get an understanding of each student. This attention to detail is indicative of her personality - ensuring that the best applicant was awarded the Scholarship and giving everybody an equal and fair chance. Caroline has also organised UK Reunions, paying all costs and taking an active role in fundraising by encouraging UK *Alumni* to give back to their *alma mater*.

In 2014, she partnered with Rhodes Journalism Department's TV Production students to showcase the Rhodes Sport Community Projects at the *Beyond Sport Summit & Awards, 2014*. Caroline paid for and accompanied the student and lecturer to present at the conference. The Rhodes production was played during the award ceremony, showcasing our University's students serious commitment to community engagement.

Her uncanny business acumen and her creativity along with her passion for sport, has created a winning combination that not only sees financial return, but also fulfils her humanitarian objective. With impeccable morals and true professionalism, she is a role model, who embodies all the qualities that make her an outstanding person, richly deserving of the Distinguished Old Rhodian Award.

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