Obituary

In memory of Johan van Rekom (1963–2015)

Tim Oliver Brexendorf

Joachim Kernstock

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It is with sadness and a profound sense of loss, that we note the passing of Dr Johan van Rekom, a member of the editorial board of the *Journal of Brand Management*.

Johan was Assistant Professor in RSM at Erasmus University, Rotterdam, where his PhD on Corporate Identity was also awarded. He was an advocate for interdisciplinary research and investigated organisational identity and its effects on the motivation of organisational members, as well as the role brand essence plays in positioning and repositioning of brands. His published work includes several papers within the *Journal of Brand Management* (see for example, van Rekom *et al*, 2006; van Rekom *et al*, 2013).

Johan was an inspirational, engaging and popular scholar with wide-ranging knowledge and interests. He had a humble, generous and nurturing nature, plus a great sense of humour and will be sorely missed.

REFERENCES

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