



Press Release

APPOINTMENT OF ACTING DIRECTOR OF THE UNIVERSITY OF DAR ES SALAAM KAGERA CAMPUS



Prof. John R. Philemon

The University of Dar es Salaam wishes to inform members of the University community and the public that, in exercise of the powers vested in him, the Vice Chancellor, Prof. William A. L. Anangisye has appointed **Prof. John R. Philemon** as **Acting Director of the University of Dar es Salaam Kagera Campus** for the remainder of the 2024/2025 - 2026/2027 triennium effective from 7th September 2026.

Prof. Philemon is an Associate Professor of Marketing at the University of Dar es Salaam Business School (UDBS). He joined the University of Dar es Salaam in 2001 and possesses extensive expertise spanning digital marketing, international trade, services marketing, and consumer and tourist behavior.

Throughout his tenure at the University of Dar es Salaam, Prof. Philemon has served in several key leadership roles, including Coordinator for Postgraduate Studies, Coordinator for Research and Publications, and Coordinator for Practical Training and the Career Services Centre. In these capacities, he has contributed significantly to academic administration, research coordination, curriculum oversight, and student mentorship, having published extensively and supervised numerous undergraduate and postgraduate theses.

In addition to his academic work, Prof. Philemon is a certified trainer with the International Trade Centre (ITC), a joint initiative of the World Trade Organization (WTO) and the United Nations (UN). He is accredited to train on ITC tools such as Trade Map (export performance and market opportunity analysis) and Market Access Map (MacMap – tariffs, trade agreements, and regulatory requirements). Furthermore, he is competent to train on Export Potential Map (product-market export potential assessment) and ePing (SPS and TBT notification monitoring).

Prof. Philemon also brings broad interdisciplinary experience to his work. He has served as an external examiner for various Tanzanian institutions and is a published author of fiction, with three novels to his name, *It Can't Be True*, *YES, I DID IT*, and *NURU GIZANI*, reflecting his deep interest in social issues and storytelling.

The University extends its sincere congratulations to Prof. John R. Philemon on this appointment and wishes him success in his new responsibilities. His distinguished academic background, leadership experience, and expertise are expected to contribute to the effective management and continued development of the University.

ISSUED BY COMMUNICATION AND MARKETING UNIT

6th October 2026