



Dr Gareth Price (1935 – 2009)

Gareth read chemistry at Oxford University and after graduation carried out further research work for his D.Phil. He was a distinguished sportsman, being an active golfer to the end of his life. He joined Shell initially as a researcher and worked in many parts of the world. Later, he became a pioneering member of Shell's scenario planning team under Pierre Wack and helped to anticipate the oil crises in the 1970s. He later became the founder of Shell's internal strategy consultancy.

In 1989 Gareth undertook a scenarios study for St Andrew's University which led to his secondment as a full-time professor and founder of St Andrew's Management Institute. The mission of the Institute was to take Shell's expertise in strategic management to organisations worldwide which faced major long term challenges.

I first met and worked with Gareth in 1992 when SAMI was well established and set for expansion. Gareth set very demanding standards so that projects were consistently successful and SAMI's reputation steadily grew. Clients were wholly involved in projects – one of them said of Gareth "You have taught our organisation to think". The success of SAMI led to its "buyout" from the University, so that it operated without financial constraints and was free to develop independently, while it retained its University links and appertainances.

Ill health progressively restricted Gareth's business activities from the mid-1990s and culminated in his resignation from the Board in 2003. Gareth remained as Founding Fellow and was involved with SAMI until his death in January 2009. He will be remembered for his penetrating intellect, for his ability to resolve problems without compromising on the quality of the outcome, and for his human warmth.

Adrian Davies