



A disciple of contrarian, deep-value investing, Adrian Saville, Chief Strategist, Citadel & CIO Cannon Asset Managers, has been in the investment industry since the mid-1990s. He knows that opportunities always look bigger going than coming, and sees fortune where others see emotional turmoil.

In 1994, while completing his doctorate in economics, Adrian formed an investment vehicle which became the forerunner to Cannon Asset Managers. With a professorship in economics, Adrian was able to combine the two complementary activities of academia and investment management. As he says: “these disciplines feed and fuel each other richly and powerfully”. In 2013 Peregrine Holdings acquired a majority stake in Cannon Asset Managers.

Adrian matriculated from Westville Boys High School in 1986. His tertiary qualifications include a Bachelor of Arts (Honours) (*cum laude*) degree and M.Com (*cum laude*) from the University of Natal. He completed his PhD (Economics) at the University of Natal in 1997, for which he was awarded the Economics Society of South Africa’s Founders Medal. He is a UNESCO laureate and a matriculant of Linacre College (Oxford). He has completed programmes in value investing and competitive strategy at New York’s Columbia University and Harvard Business School in Boston.

Adrian’s investment philosophy is unwavering in his pursuit of value, especially where it means buying investments when they are unpopular or working far from the madding crowd. This skill equips Adrian to find hope where there is despair; to find success in the midst of failure; and to see opportunity when others see disaster.



Adrian serves as Chief Strategist for Citadel Asset Management, Peregrine and Cannon Asset Managers. He has experience in managing all of the major asset classes. Adrian has successfully combined teaching and investments over the years, having lectured at the University of the Witwatersrand, the University of KwaZulu-Natal and the University of Pretoria. Currently, he holds a Visiting Professorship in Economics and Finance at the Gordon Institute of Business Science (GIBS) where he also teaches competitive strategy. Adrian has received the coveted Excellence in Teaching Award at GIBS each year since 2007. In 2012 Adrian was nominated for the Economist Intelligence Unit’s Business Professor of the Year Award and in 2014 he received the Central and East European Management Development Association award in teaching excellence.

Adrian’s successful career has encompassed consulting widely to government and the corporate world. He has published broadly in peer-reviewed journals and books, and is a member of the Investment Analysts Society and Economics Society of South Africa. An area of focus in his work is the competitiveness of companies, industries and countries which leads to an enquiry into what enables businesses and investors to succeed in an increasingly dynamic – and oftentimes harsh – global environment.

Adrian has a daughter, Sydney-Bo, and son, Saxon. Adrian knows that fatherhood is the most rewarding investment he has ever experienced. He enjoys playing squash and cycling, and surfs while on holiday at the coast.

To contact Adrian please email adrian@cannonassets.co.za. You can read his views on value investing and the

world of capital markets on his website, adriansaville.com or follow him on Twitter via @AdrianSaville.