



IKALAFENG



**FOUNDER AND CEO - BRAND LEADERSHIP GROUP
FOUNDER AND CHAIRMAN - BRAND AFRICA
DEPUTY CHAIRMAN - SOUTH AFRICAN TOURISM**

THEBE IKALAFENG IS ARGUABLY THE FOREMOST GLOBAL AFRICAN BRAND AND REPUTATION ARCHITECT, ADVISOR AND AUTHOR.

Named one of the 100 Most Influential Africans by New African Magazine, he has summited Mount Kilimanjaro and been to over 150 cities across 75 countries across Africa and the world, and has worked with over 100 diverse brands in the public and private sector covering every region in Africa.

He is the founder of the global award-winning brand and reputation advisory firm, Brand Leadership Group (www.brandleadership.africa), Brand Africa (www.brand.africa), Brand Africa 100: Africa's Best Brands, the first pan-African research, valuation and recognition of brands in Africa and Public Sector Excellence (www.publicsectorexcellence.org), an initiative to research and recognise excellence in the public sector.

A Fellow of the Institute of Directors, he is deputy chairman of South African Tourism and non-executive director of the JSE listed Car Track Holdings, Mercantile Bank Holdings and WorldWideFund for Nature (WWF), and a member of the Henley Africa Business School advisory board.

In a distinguished corporate career that started in brand management for Colgate Palmolive in New York and culminated as CMD for Nike across Africa, he has won over 75 awards globally in marketing and branding. He has served on all notable industry bodies and judged major industry awards locally and globally, including a 5-year tenure as the first indigenous African to chair the prestigious Loeries advertising awards in South Africa and to judge the prestigious Red Dot design awards in Germany (2014/2015/2017).

Widely recognized across Africa, he is co-host of CNBC Africa Marketing, Media and Money Show, and has been featured and/or quoted in global and African media such as CNN, BBC, CNBCAfrica, FT, African Business and New African. He writes, lectures, speaks and advises globally on branding and reputation management and related matters. Africa is in everything he does.

Ikalafeng holds BSc and MBA degrees from Marquette University (USA), completed executive education at Wits Business School and Harvard Business School, and is a Chartered Marketer (SA). www.ikalafeng.com. 08/17.

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