



## THEBE IKALAFENG

BSc. MBA. LL.M. CM(SA)

*"Thebe Ikalafeng is Africa," TedxAccra*

*"The foremost branding and reputation authority in Africa,"*

*New African Magazine "100 Most Influential Africans"*

*"The chief architect of Africa's brand identity," Blaque Magazine*

*"100 Most Influential Creative People of African Descent,"*

*United Nations 'International Year of the Creative Economy for Sustainable Development.'*

*"A trailblazing Africa-focused dynamo purposefully committed on seeing African brands compete on a global stage,"*

*Financial Mail AdFocus Lifetime Achievement Award, 2021*

*Public Relations Institute of South Africa PRISM*

*Lifetime Achievement Award, 2022*

Thebe Ikalafeng is the pre-eminent global African authority in branding in Africa and the foremost advocate for a brand-led African renaissance. In a distinguished corporate career that started at Colgate Palmolive in New York, USA after being awarded the Marquette University American Marketing Association award for marketing excellence in 1992 and concluded in a lauded tenure as chief marketing officer for NIKE for Africa in 2002, he won over 75 industry awards globally. He is the founder of Brand Leadership, the award-winning Africa-focused branding advisory firm inducted into the New York based REBRAND "Hall of Fame" for excellence in branding in 2015; Brand Africa, a brand-led initiative to re-imagine Africa's image and competitiveness; Brand Africa 100: Africa's Best Brands, the widely referenced survey and ranking of brands in Africa, and Africa Brand Leadership Academy (ABLA), to build the capacity and talent for Africa-focused brand leadership.

He has since been named one of the '100 Most Influential Africans' by New African Magazine in 2013 and 2015 and one of the 100 Most Influential Creative People of African Descent in support of the United Nations 'International Year of the Creative Economy for Sustainable Development' in 2021. He has been honoured with the Financial Mail AdFocus Lifetime Achievement award in 2021 and the Public Relations Institute of SA Lifetime Achievement award in 2022 for his contributions to marketing, branding and communications.

A fellow of the Institute of Directors, he is a non-executive director at PSI Health Services and a Trustee of the WWF Nedbank Green Trust; and has held numerous public and private sector directorships, including 10 years at South African Tourism, where he served as deputy Chairman for a term, 7 years at the JSE and now NYSE listed Cartrack Group, 15 years at Mercantile Bank, 10 years at WWF South Africa, and full terms at Brand South Africa, Foodcorp Group and Nike South Africa, among others. He has served in all significant industry bodies, including as the inaugural vice-chairman of the Brand Council of Southern Africa and as the first indigenous African chairman of the Loeries, the premier advertising awards in Africa and the Middle East.

Born in Kimberley, South Africa, he has been to over 110 countries worldwide, visited every country in Africa and every continent in the world; summited Mount Kilimanjaro in Tanzania and Mount Elbrus in Russia, the highest mountain in Africa and Europe; sky-dived in Swakopmund Namibia; jumped the tallest bungee in the world, Bloukrans Bridge, and took a plunge into the coldest waters on planet in Antarctica.

A Chartered Marketer (SA), Ikalafeng holds BSc and MBA degrees specializing in marketing from Marquette University in the USA and a Master of Laws (LLM) in Intellectual Property from the University of Turin in Italy in collaboration with the World Intellectual Property Organisation (WIPO) in Geneva, Switzerland, and completed executive education at Wits Business School and Harvard Business School.

Based in Johannesburg, South Africa, he advises, writes and speaks on all branding, intellectual property and related matters in Africa and widely quoted and interviewed globally by inter alia, BBC, CNN, FT and others.

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