



Thebe Ikalafeng
D.O.B 15 July 1966
Thebe@Ikalafeng.com
+27 82 447 9130

FOUNDER AND CEO – BRAND LEADERSHIP GROUP
FOUNDER AND CHAIRMAN – BRAND AFRICA
FOUNDER AND PRINCIPAL – AFRICA BRAND LEADERSHIP ACADEMY
FOUNDER AND PRINCIPAL – AFRICA INTELLECTUAL PROPERTY PARTNERS
BSc. MBA. LLM (Intellectual Property Law).
Chartered Marketer (SA)

100 "Most Reputable Africans, 2023," Reputation Poll International

"Thebe Ikalafeng is Africa," TedxAccra, 2021

*"The foremost branding and reputation authority in Africa,"
New African Magazine "100 Most Influential Africans" 2013, 2015*

*"100 Most Influential Creative People of African Descent," 2021, MIPAD
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 and the leading advocate for a brand-led African renaissance.

Described by New African Magazine as the “the foremost branding and reputation authority in Africa” in recognizing him as one of the ‘100 Most Influential Africans’; named one of the ‘100 Most Influential Creative People of African Descent’ by MIPAD on the occasion of the United Nations ‘International Year of the Creative Economy for Sustainable Development,’ and one of the ‘100 Most Reputable Africans’ “who continually improve lives in Africa and around the world” by Reputation Poll International, he has had a distinguished, profound, sustained contribution to branding, creativity and communications across Africa and in shaping a positive narrative for the continent.

Ikalafeng’s distinguished and meteoric marketing career started 30 years ago in brand management at Colgate Palmolive in New York, after graduating from Marquette University in the USA where he was awarded an American Marketing Association award for marketing excellence, and culminated as chief marketing officer for Nike for the African continent in 2002 where he won over 75 industry awards globally.

In 2002 he founded **Brand Leadership** (See BLG), an award-winning branding, strategic communications and reputation management advisory firm. In 2013 Brand Leadership was recognized with an **FinWeek AdReview Marketing Services Agency of the Year**, and in 2015 it was inducted into the New York based **REBRAND “Hall of Fame”** for excellence in design and branding. In 2010 he founded the **Brand Africa** initiative to re-imagine Africa’s image and competitiveness, and “**Brand Africa 100 | Africa’s Best Brands**” (See BA100), the only pan-African and widely cited and coveted independent research and ranking of brands in Africa that covers 85% of the continent’s population and GDP, to champion a brand-led African transformation agenda. In 2020 he founded the **Africa Brand Leadership Academy** (See ABLA), to build the capacity and talent for Africa-focused brand leadership. In 2023 he launched the **Africa Intellectual Property Partners** [AIP], a specialist brand-led intellectual property law practice to enable African brands and creatives to identify, enforce and protect their intellectual property rights in Africa.

In his seminal role as the first indigenous African chairman of the Loeries (1998 – 2003), the premier advertising awards in Africa since 1978 and chairman of AdFocus (2003-2004), the premier marketing communications awards since 1990, he championed and led the creative industry’s transformation agenda, including inclusive and diverse judging panels and adjudication criteria for creative output that embraces and distinguishes African work (Visit Loeries 2003 and AdFocus 2002). He has judged every significant design, marketing, direct marketing, advertising, public

relations and branding award in South Africa and beyond, including as the first African to judge the prestigious Red Dot (See [Red Dot 2014 – 2020](#)) design awards in Germany; and has served in leadership positions in all significant industry bodies, including as the inaugural vice-chairman of the Brand Council of Southern Africa (2011 – 2013), non-executive director at SA Research Foundation (2002 – 2004), the Marketing Federation of Southern Africa (2002 – 2005) and the Direct Marketing Association (2001 – 2002), and member of the Sunday Times Marketing Excellence Council and the Marketing Achievements Awards committees.

He has been to every country in Africa, and has purposefully committed his life's work to challenge, inspire and empower Africans to create, consume and champion sustainable brands that transform the continent's image, reputation and competitiveness.

A thought leader, mentor and teacher, he is universally recognized as a role model and benchmark for post-apartheid South Africa generation in creative and marketing leadership, scholarship and pan-African excellence.

A transformational pan-African brand-builder, through his Brand Leadership Group in South Africa and Kenya offices, he has led the branding and reputation transformation of some of the most important South African and broader African institutions in assignments in over 25 countries across Africa.

A South African patriot, he has served on the boards of South African Tourism (2012 – 2022), including serving one term as the deputy chairman of the board and serving multiple terms as the chairman of the marketing and commercial committee, and on the board of Brand South Africa (2012 – 2015), where he served as chairman of the marketing committee. Between 2010 – 2012, he conceived and launched the first independent non-profit citizen-centric research-led brand-led initiative, Public Sector Excellence (PSX) and metric to assess South African citizens' perception of service delivery and excellence in the public sector (www.publicsectorexcellence.org). In 2015 he was engaged by Department of International Relations and Cooperation (DIRCO) to develop the concept, develop the criteria to adjudicate and convene DIRCO's inaugural Ubuntu Diplomacy awards to recognize South Africans and organisations who are creating a positive narrative of South Africa globally.

A pan-African thought leader, since his ground-breaking personal branding book, 'Conquer the Job Market' in 1996, he has written extensively, including chapters in "*Nation Branding – Concepts, Issues, Practice*" (2016 and 2022), the international text book for place branding by the UK's Professor Keith Dinnie, and in "*Africa Bounces Back*" (2021), the best-selling book on doing business in Africa by South

Africa's Victor Kgomoewana; lectured at every consequential institution of higher education in South Africa and abroad. He has wrote "Brands in Africa" in the AU's 50th anniversary special edition of New African Magazine in 2013, and every year since 2013, he has written a comprehensive analysis and perspective of Brand Africa 100 | Africa's Best Brands for *African Business* magazine every year for the Africa month (May/June) editions.

He has given keynote addresses at eminent summits in over 25 countries across all major African and western economic capitals globally.

In Africa, he has delivered seminal keynote addresses at inter alia, the Africa Digital Summit in Morocco (2018, 2019 and 2023) and the Africa Investment Forum in Egypt (2016 and 2018) in **North Africa**; the Ghana Identity Summit (2010), the African Ministerial Conference on Intellectual Property in Senegal (2015), and the 2018 Lagos Advertising and Ideas Festival (LAIF) in **West Africa**; the 2015 World Conference on Public Relations in Emerging Economies in Nairobi, Kenya and the 41st Annual World Tourism Conference hosted by Africa Travel Association in Rwanda in 2017 and the 2019 Global Africa Forum on Communications in Rwanda in the **East Africa**; and every consequential branding, communication and tourism summit in **Southern Africa**, including the Nation Branding Forum (2019 and 2021), Proudly South Africa Summit (2021) and the Nedbank IMC Conference (2022).

Beyond Africa, he has delivered seminal keynote perspectives such as "Brand Africa, the Good News: Peace, Prosperity & Unity," at the inaugural 2015 City Nation Place Summit in London and "How will African brands thrive?" in a Future Proof marketing podcast in 2021 hosted by Kantar and the Saïd Business School, Oxford University in the **United Kingdom**; "Africa: The New Global Inspiration for Design, Branding and Culture" at the 2010 Icoграда Design Week and facilitated a panel on "Brand Africa: Fostering Tourism Development and Investment Opportunities" at the 2018 UNWTO 9TH EDITION INVESTOUR in **Spain**; "Building Global Brands in Africa" keynote at the 2012 Intel Africa Summit and "Africa Goes Global" at the 2013 Africa Leadership Forum in the **United States**; "Africa – New Global Inspiration Design, Culture and Brands" at the 2014 Middle East & Africa Duty Free Association (MEADFA) Conference in Dubai, **UAE**; "Made in Africa: Why the world should start paying attention to African brands and marketing" at the 2013 ICCA Congress in **China**; "Using responsibility & sustainability to build strong brands: European vs African perspectives," at the 2016 Afripreneurs Summit in **Sweden**; "How innovation

is changing the African narrative” at the 2017 Afrobytes summit in **France**, and “Re-imagining Brand Africa – A new global opportunity and destinations” Tel Aviv Cities Summit 2016 in **Israel**.

He was awarded a Marquette University American Marketing Association for marketing excellence upon graduation cum laude in 1992. A trailblazing doyen of branding in Africa, he was recognized with a Gold Medal and listed in the Institute of Marketing Management (IMM) Roll of Honour in 2001; named one of the ‘100 Most Influential Africans’ by New African Magazine in 2013 and 2015; 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, and one of the ‘100 Most Reputable Africans,’ by Reputation International. He has been recognized with the **Financial Mail AdFocus Lifetime Achievement award in 2021** and the **Public Relations Institute of Southern Africa Lifetime Achievement award in 2022** for his contributions to marketing, branding, communications and the industry broadly. He was recognized as one of the African Titans in 2022 by the UAE Africa Networking Group. His work has garnered over 75 awards in marketing communications and branding globally, including Loeries, D&AD, Cannes Lions, Institute of Marketing Management and the REBRAND Hall of Fame.

He has served in all significant industry bodies and adjudicated all significant industry awards in Africa and beyond, including as the first African to judge the prestigious Red Dot (www.red-dot.org) design awards in Germany (2014 – 2020); the first indigenous African chairman of the Loeries, the premier advertising awards in Africa and the Middle East (1998 – 2002) and AdFocus, the landmark South African marketing and communications awards (2003 – 2004), through which he championed the creative industry’s Africa-focused transformation agenda; as the inaugural vice-chairman of the Brand Council of Southern Africa (2012 – 2015), and as a non-executive director at the Marketing Federation of Southern Africa (2002 – 2005), among others.

He has been interviewed and quoted widely by media globally, inter alia, BBC, CNN, CNBC Africa, FT, New African Magazine, African Business, Financial Mail, on all matters regarding African brands and branding in Africa.

A Fellow of the Institute of Directors (IoD), he has held diverse public and private sector directorships, including as a non-executive director at South African Tourism

(2012 - 2022) where he served vice-chairman of the board for a term; World Wide Fund for Nature (WWF) South Africa (2012 - 2021), the NYSE listed Cartrack Group (2014 - 2021); Mercantile Bank Group (2004 - 2019), Brand South Africa (2012 - 2015); Foodcorp Group (2005 – 2010); Nike South Africa (2001 – 2002), and member of the Durban University of Technology (2007 – 2010) and the advisory board of Vega School of Brand Communications (2002 – 214). He is a non-executive director of the Nedbank Green Trust and the Population Services International (PSI).

Born in Kimberley, South Africa, he has been to over 115 countries, every country in Africa and every continent from the Arctic in Greenland to the Antarctica and from Cape to Cairo; summited Mount Kilimanjaro in Tanzania and Mount Elbrus in Russia, the highest mountains in Africa and Europe, respectively, and Mount Sinai in Egypt where God is purported to have given Moses the Ten Commandments; sky-dived in Swakopmund Namibia, where the stark beauty of one of the world's oldest deserts meets the Atlantic ocean; trekked the 116 km Moshoeshoe walk that retraces the path the great Basotho King Moshoeshoe 1st walked as he led his people to safety on top of Thaba Bosiu's natural fortress in the 19th century; travelled to the 509 ft (155 m) below sea level deep Lake Assal in Djibouti and the 1,414 feet (431 meters) below sea level deep Dead Sea, in Israel, which are respectively the lowest points in Africa and the world; rode the 52 Hour Train ride on the historic single track 1,860 km long TAZARA train between Tanzania and Zambia, also known as the 'Uhuru Railway' established in 1976, linking the port of Dar es Salaam in east Tanzania with the town of Kapiri Mposhi in Zambia's Central Province (2019); jumped the tallest bunjee in the world at Bloukrans Bridge, and took a plunge into the coldest waters on planet in Antarctica.

Ikalafeng holds **BSc** (Marketing) and **MBA** (Strategy and Marketing) degrees from Marquette University in the USA and a **LL.M (Intellectual Property Law)** degree from the University of Turin in Italy in collaboration with World Intellectual Property Organization (WIPO) in Switzerland, and completed executive education at Wits Business School and Harvard Business School in the US, and has been a **Chartered Marketer (SA)** since 2000.

Ikalafeng is a member of the American Marketing Association, the Marketing Association of South Africa and Public Relations Institute of Southern Africa, and a Fellow of the Institute of Directors.

<https://www.linkedin.com/in/ikalafeng/>

Significant Contributions to Branding in Africa

Research

Brand Africa 100: Africa's Best Brands

2011, 2013, 2015 – To Date

Conceived and launched the first, most authoritative and most referenced research-led Africa-focused initiative to establish and recognize the most admired brands in Africa. Research conducted across 28 African countries that account for more than 80% of the GDP and population of Africa. Results announced and published every year on/around Africa Day, 25 May globally and regionally in all regional economic community and Francophone Africa regions. Report first published by Mail& Guardian in 2011 and since 2013 by African Business Magazine, the most respected pan-African business magazine established in 1966. www.brand.africa

<https://african.business/dossiers/africas-top-brands/>

<https://edition.cnn.com/2017/03/24/africa/africas-affinity-for-global-brands-increasing/index.html>

<https://www.mtn.com/mtn-remains-the-most-admired-african-brand/>

<https://www.howwemadeitinafrica.com/nike-mtn-dangote-ranking-africas-top-brands/63303/>

<https://africa.businessinsider.com/local/markets/dangote-retains-top-position-as-the-most-admired-african-company-in-2021/sz54erw>

<https://www.luxuryclusives.com/africas-best-brands-unaffected-by-pandemic/>

Africa-focused Brand Training and Development

Africa Brand Leadership Academy (ABLA)

Established the first Africa-focused post-graduate academy of Brand Leadership with a vision to ignite the ability of ambitious individuals and visionary organisations to create the next generation of meaningful brands that will transform the continent and inspire the world. www.abla.academy

<https://www.abla.academy/documents/news/20210601-for-us-by-us.pdf>

<https://www.abla.academy/Documents/News/20210201-african-business.pdf>

<https://www.youtube.com/watch?v=OFDrBJjQjR0>

<https://www.youtube.com/watch?v=HpZbojuVKps>

Inspiring excellence in the public sector

Public Sector Excellence | 2009 – 2011

Conceived and launched the first independent non-profit citizen-centric research-led brand-led initiative and metric to assess citizen's perception of service excellence in the public sector. Report published in Sunday Times (2009 and 2010) and Mail & Guardian (2011). www.publicsectorexcellence.org

<https://www.publicsectorexcellence.org/Documents/Supplement2010.pdf>

<https://www.sowetanlive.co.za/business/2010-11-19-top-lifetime-honour-for-albertina-sisulu/>

<https://www.gov.za/departments-health-scoops-public-sector-excellence-awards>

Selected Contributions to Books, Magazines and Journals

Ikalafeng, T. (2022). Inspiring a brand-led African revolution. In: Dinnie, K. "Nation Branding – Concepts, Issues, Practice." (Third Edition). United Kingdom: Routledge.

Ikalafeng, T. (2021). Brand Africa 100: Africa's Best Brands – A 10 year Reflection on Brands that are driving the African Renaissance. In: Kgomoewana, V. "Africa Bounces Back." South Africa: McMillan., pp 427 – 434.

Ikalafeng, T. (2016). Brand New Africa – An emerging global challenger. In: Dinnie, K. "Nation Branding – Concepts, Issues, Practice." (Second Edition). United Kingdom: Routledge., p19 – 21.

Ikalafeng, T. (23 October 2015). Urgency for Made in Africa. African Independent Newspaper, p34.

Ikalafeng, T. (20 September 2014). From dandies of the 1950s to the top designers of today. Financial Times Newspaper (UK). P4.

Ikalafeng, T. (q2, 2014) New Brand Africa. Samsung Quarterly. P40 – 47.

Ikalafeng, T. (May 2013). Brands in Africa. New African Magazine, p104 – 106.

Ikalafeng, T. (18 July 2012). Jumping on the Mandela brandwagon. The Star Newspaper, p13.

Ikalafeng, T. (September 2012). "Yes, Africa is Rising." Discovery Private Life Magazine, p18.

Ikalafeng, T. (July 2011). Time to lose the 'African' identity. New African Magazine, p44.

Ikalafeng, T. (2010). Why brand a nation? Design Indaba Magazine. P41 – 44.

Ikalafeng, T. (October 2008) Brand, Africa, Brand – the other Face of Africa. Africa – The Good News Annual.

Ikalafeng, T. (March 2007). Brands on Boards. Institute of Directors of South Africa Magazine, p18 – 19.

Selected Interviews – Perspectives on Brands and Africa

- How will African brands thrive? Future Proof. 02 June 2021
Future Proof is the marketing podcast from Kantar and Saïd Business School, Oxford University. <https://www.kantar.com/uki/inspiration/future-proof-podcast/8-how-will-african-brands-thrive>
- Thebe Ikalafeng on Branding Africa with Robyn Curnow – CNN Marketplace Africa. Jan 7, 2012. <https://www.youtube.com/watch?v=PnBHqRKs5s8>
- Shaping the image of Africa. CNBC Africa. 16 September 2010.
<https://www.youtube.com/watch?v=ELIUeKZgqWY>
- The Brand Africa initiative. 19 October 2011.
<https://www.youtube.com/watch?v=VjaNr0PKOZM>

- Made in Africa. Africa Travel Market. May/August 2015. P124 – 126
<https://ikalafeng.africa/News/2015/5/made-in-africa>
 - Mission: Rebranding Africa, (November 2013). African Business, p26 – 27
<https://african.business/2013/11/economy/mission-rebranding-africa/>
 - The most admired brands in Africa – CNBC AFRICA Closing Bell. 21 November 2014.
https://ikalafeng.africa/Video/2014/11/brand_africa_100s_best_brands_in_africa_cnbc
 - Thebe Ikalafeng on the Branding and Reputation of Africa, Place Branding Observer, UK. 10 March 2016
<https://placebrandobserver.com/thebe-ikalafeng-interview/>
 - First African judge at the Red Dot Design awards. Design Indaba. 7 July 2014
<https://www.designindaba.com/articles/interviews/qa-thebe-ikalafeng>
 - One on One with Thebe Ikalafeng on Building Brands And Reputations With Thebe Ikalafeng, Plus TV Nigeria. Jan 3, 2020
<https://www.youtube.com/watch?v=3oFYFPhUZBk>
<https://www.youtube.com/watch?v=Ey8Zds0Hlb0&t=528s>
- One on One with Thebe Ikalafeng on Nation Branding at the Global Africa Forum on Communications.
<https://www.youtube.com/watch?v=quFS7ULxtiw>
- One man’s odyssey across Africa. The Star. 2 October 2019. Metro p6-7.
 - **Thebe Ikalafeng: How Africa can build world-class brand**
<https://african.business/2020/06/trade-investment/thebe-ikalafeng-how-africa-can-build-more-successful-brands/>
 - **Africa can build world-class brands**
<https://www.independent.co.ug/africa-can-build-world-class-brands/>

- "Why Brand a Nation?": Thebe Ikalafeng asks Wally Olins and Simon Anholt
<https://www.designindaba.com/articles/design-indaba-news/brand-beloved-country>
- **Thebe Ikalafeng on Shaping African Conversations #GinaDinGroup**
<https://www.youtube.com/watch?v=gDg0ijXMEOs>
- For us. By Us. <https://www.abla.academy/documents/news/20210601-for-us-by-us.pdf>
- The Brand Leadership Academy launches.
<https://www.abla.academy/Documents/News/20210201-african-business.pdf>
- New Central TV Exclusive with Thebe Ikalafeng. Nigeria. 20 September 2020.
<https://www.youtube.com/watch?v=S-m-pQ5M-sg>

TV Show

CNBC Africa **MARKETING, MEDIA AND MONEY SHOW** **CO-HOSTED WITH GORDON MULLER Q2 2017**

The CNBC Africa Marketing.Media.Money (MMM) navigates the billion dollar advertising industry through the eyes of the senior marketers who are driving its evolution.

<https://www.youtube.com/watch?v=PmjznHinpl4>

<https://www.youtube.com/watch?v=QK1BvGfY13E>

Selected Speaking Engagements and Lectures

24 – 25 May 2005	Brand Sense Global Conference with Martin Lindstrom https://www.martinlindstrom.com	Keynote	Johannesburg and Cape Town, South Africa	The Power of Senses in Building Brands: A South African Context
23 Nov 2005	Top Brands Conference www.topco.co.za	Keynote	Johannesburg, South Africa	Evolving South African brands into pan-African brands
24 Feb 2006	9 th Design INDABA	Panellist	Cape Town, South Africa	Brand, the Beloved Country
16 Nov 2007	Third Edition of Broad.cat	Keynote	Barcelona, Spain	Television in the age of the Consumer
8 Jul 2008	Belbin Conference Cambridge University www.belbin.com	Keynote	Cambridge, UK	The Evolving Brand of African Leadership
24 Nov 2008	Uganda Real Estate Awards	Keynote	Kampala, Uganda	Customer Service – The new Competitive Advantage
7 Mar 2009	Essence Women’s Summit	Keynote	Maputo, Mozambique	Brand You
21 Jun 2010	Icograda Design Week https://www.icograda.org/connect/index/post/1429.php	Keynote	Madrid, Spain	Africa: The New Global Inspiration for Design, Branding and Culture.
18 Aug 2010	Africa Brand Conference (ABC)	Keynote	London, UK	Building Global African Brands
1 Sep 2010	Ghana Identity Summit	Keynote	Accra, Ghana	Nation Branding for Developing Markets
10 Nov 2010	Marketers Association of Zimbabwe (MAZ) <i>Marketers Convention</i>	Keynote	Nyanga, Zimbabwe	Building Great African Brands & Equity: Inspiration and Lessons

				from leading African Brands
1 Dec 2010	Ghana Identity Summit		Accra, Ghana	Nation Branding for Developing Markets
1 Apr 2011	Ngoma Awards	Keynote	Harare, Zimbabwe	Building Global African Brands
4 May 2011	Zimbabwe IT Forum	Keynote	Bulawayo, Zimbabwe	Nationalizing Pride and Growing the Economy
16 June 2011	Afri-Tech	Keynote	Nairobi, Kenya	Building Great African Brands In The Digital Age
28 June 2011	World Marketing Forum www.worldmarketingforum.com	Keynote	Accra, Ghana	Building Great African Brands
22 Oct 2011	Africa Jobs Are Calling	Keynote	Montreal, Canada	Africa, the new global opportunity for building businesses, brands and careers.
11 Nov 2011	African Media Leaders Forum www.africanmediainitiative.org	Facilitator	Tunis, Tunisia	What's the future for traditional media?
21 Nov 2011	Institute of People Management Convention	Keynote	Windhoek, Namibia	Building a Leadership Brand
27 Apr 2012	BBC Africa Debate	Panellist	Kampala, Uganda	Is Africa's Global Image Justified or Prejudiced?
13 Mar 2012	DHL Tomorrow's Leaders Convention	Keynote	Sandton, South Africa	Leadership Branding
2 May 2012	SA Business Club www.sabusinessclub.com	Keynote	London, UK	Africa, the next Global Opportunity

12 July 2012	The Ideas Expo Botswana	Keynote	Gaborone, Botswana	Africa – A global Inspiration Design, Culture and Brands
23 July 2012	<i>Destiny FORUM</i>	Keynote	Sandton, South Africa	Africa – A global Inspiration Design, Culture and Brands
24 Jul 2012	<i>Intel</i> www.intel.com	Keynote	Santa Clara, USA	Building Global Brands in Africa
12 Nov 2012	Africa India Partnership Summit www.africa-union.org	Keynote	Mauritius	Building Global African Brands
21 Sep 2013	Africa Leadership Forum	Keynote	New York, USA	Africa Goes Global
4 Nov 2013	<i>ICCA Congress</i> www.iccaworld.com www.iccaworld.org/dbs/congress2013/files/finalprogramme.pdf	Keynote	Shanghai, China	Made in Africa: Why the world should start paying attention to African brands and marketing
15 Nov 2013	Yale University – the New Discussion www.newdiscussion.org	Keynote	Virtual	African Entrepreneurship
9 Dec 2013	Society for Incentive Travel Executive (SITE) https://www.siteglobal.com/p/cm/ld/fid=278	Keynote	Orlando, USA	Made in Africa
21 Dec 2013	The International H.O.P.E. Week www.ihopeweek.com	Keynote	Kigali, Rwanda	Entrepreneurship – Catalyst for African Growth

10 Apr 2014	Buy Zimbabwe Summit	Keynote	Harare, Zimbabwe	Rebuilding Competitiveness in Zimbabwe
20 May 2014	Africa Branding Masterclass www.abla.academy	Facilitator	Lusaka, Zambia	Building Global Brands in Africa
23 May 2014	New York FORUM Africa www.ny-forum-africa.com	Keynote	Libreville, Gabon	Made in Africa: Inspiration for transforming Africa's competitiveness and prosperity
11 June 2014	Henley Africa Breakfast Talk www.henleysa.ac.za	Keynote	Johannesburg, South Africa	Building Great African Brands
18 Nov 2014	Retail Congress Africa www.worldretailcongressafrica.com	Keynote	Johannesburg, South Africa	Africa – New Global Inspiration Design, Culture and Brands
24 Nov 2014	Middle East & Africa Duty Free Association (MEADFA) Annual Conference www.meadfa.com	Keynote	Dubai, UAE	Africa – New Global Inspiration Design, Culture and Brands
24 Jan 2015	Social Media Africa Awards www.smafrica.com	Keynote	Lagos, Nigeria	Perspectives on Social Media, Brands and the Quest for Relevance
6 Mar 2015	Total Africa Conference www.total.co.za	Keynote	Johannesburg, South Africa	Africa – New Global Inspiration Design, Culture and Brands
17 Aug 2015	UNWTO Regional Seminar www.unwto.org	Panellist	Accra, Ghana	Challenges and Opportunities of Brand Africa and its impact on tourism

21 Sep 2015	African Leadership Forum www.ic-events.net	<i>Panellist</i>	<i>New York, USA</i>	African leadership, sustainable growth and global influence.
17 Oct 2015	Thabo Mbeki African Leadership Institute UNISA	<i>Keynote</i>	<i>Pretoria, South Africa</i>	Owning the African Renaissance
4 Nov 2015	The African Ministerial Conference www.wipo.it	<i>Panellist</i>	<i>Dakkar, Senegal</i>	IP for Competitiveness and Wealth Creation – Product and Services Branding
5 Nov 2015	<i>City Nation Place Conference</i> www.citynationplace.com	<i>Keynote</i>	<i>London, UK</i>	<i>Africa, the Good News: Peace, Prosperity & Unity</i>
12 Nov 2015	<i>African Media Leaders Forum</i>	<i>Panellist</i>	<i>Johannesburg, South Africa</i>	Media and Development: Shaping Conversations in Africa
17 Nov 2015	<u>World Conference on Public Relations in Emerging Economies</u> www.globalalliancepr.org/wcpree	<i>Keynote</i>	<i>Nairobi, Kenya</i>	<i>Branding Role of Emerging Economies</i>
5 Feb 2016	<i>Brand Finance Global Forum</i> www.brandfinance.com	<i>Keynote</i>	<i>London, UK</i>	<i>Building Valuable African Brands</i>
21 Feb 2016	Africa 2016 Investment Forum www.africainvestmentforum.net	<i>Facilitator</i>	<i>Sharm el Sheikh, Egypt</i>	Brands and the African Consumer Succeeding in the African Marketplace
11 Mar 2016	<i>New African Woman Forum</i> www.nawforum.com	<i>Facilitator</i>	<i>London, UK</i>	The rise of the African consumer: African brands and

				Opportunities in the fast-growing retail industry
20 Apr 2016	TMMO 2016 Branding Masterclass	Keynote	Gaborone, Botswana	Nation Branding
22 Apr 2016	PR Over Coffee Conference www.publicsafrica.com	Keynote	Kampala, Uganda	<i>Africa Inside: Building Business, Brands and Relationships in Africa</i>
4 Aug 2016	Team Namibia www.teamnamibia.com	Keynote	Windhoek, Namibia	Inspiring a brand-led African renaissance
23 Sep 2016	Africapreneurs Breakfast Seminar	Keynote	Stockholm, Sweden	Using responsibility & sustainability to build strong brands: European vs African perspectives.
26 Sep 2016	Tel Aviv Cities Summit 2016 www.dldtelaviv.com	Keynote	Tel Aviv, Israel	<i>Re-imagining Brand Africa – A new global opportunity and destination</i>
2 Dec 2016	African Digital Summit 2016	Keynote	Casablanca, Morocco	<i>Digital Disruption in an African Age</i>
16 March 2017	3 rd IAB Digital Summit	Keynote	Sandton, South Africa	<i>Made in Africa</i>
8 June 2017	Afrobytes www.afrobytes.com	Panellist	Paris, France	How innovation is changing the African narrative
31 Aug 2017	41 st Annual World Tourism Conference hosted by Africa Travel Association www.africatourismassociation.org	Panellist	Kigali, Rwanda	<i>Unlocking Africa's Tourism Potential</i>

28 Sep 2017	HLANGANANI WORLD TOURISM EXPO www.zimbabwetourism.net	Keynote	Bulawayo, Zimbabwe	Unlocking Africa's Tourism Potential
19 Oct 2017	BUSINESS OF DESIGN www.businessofdesign.co.za	KEYNOTE	JOHANNESBURG, SOUTH AFRICA	Creativity in an African Age
9 Nov 2017	ZAMBIA INSTITUTE OF MARKETING www.zambiainstituteofmarketing.co.zm	Keynote	Livingstone, Zambia	Building Markets Beyond Borders
18 Jan 2018	UNWTO 9TH EDITION INVESTOUR www.unwto.org	PANELLIST	MADRID, SPAIN	Brand Africa: Fostering Tourism Development and Investment Opportunities
23 Feb 2018	<i>African Digital Summit 2018</i>	Keynote	Casablanca, Morocco	<i>Brand Leadership in the Digital Age</i>
24 May 2018	<i>Brand Africa 100: Africa's Best Brands</i> Johannesburg Stock Exchange www.brand.africa	Presentation	Johannesburg, South Africa	<i>Africa's Best Brands 2021</i>
28 May 2018	<i>International Advertising Association Africa Leadership Conference – Africa Rising Reloaded</i>	Keynote	Accra, Ghana	<i>Building Great African Brands</i>
5 Dec 2018	<i>Association of Advertising Agencies of Nigeria (AAAN)</i>	Keynote	Lagos, Nigeria	<i>African Brands Revolt</i>

	13 th edition of the Lagos Advertising and Ideas Festival (LAIF)			
8 Dec 2018	Africa Summit	Keynote	Sharm El Sheikh, Egypt	Made in Africa
19 Jan 2019	eSwatini Nation Branding Prime Minister's Roundtable	Keynote	Mbabane, eSwatini	Nation Branding
12 Mar 2019	Proudly SA Buy Local Summit	Keynote	Sandton, South Africa	African Brands Revolt
2 May 2019	Africa Travel Indaba	Keynote	Ethekwini, South Africa	I am Africa: Crossing Borders, Dodging Bullets and Connecting Africa
24 May 2019	Brand Africa 100: Africa's Best Brands – Kenya and East Africa Nairobi Securities Exchange www.brand.africa	Presentation	Nairobi, Kenya	Africa's Best Brands 2021 – Kenya and East Africa
25 June 2019	Brand Africa 100: Africa's Best Brands – Uganda www.brand.africa	Presentation	Kampala, Uganda	Africa's Best Brands 2021 – Uganda
27 June 2019	Brand Africa 100: Africa's Best Brands – Uganda www.brand.africa	Presentation	Kampala, Uganda	Africa's Best Brands 2021 – Uganda
11 Jul 2019	Advertising and Communication Association (ACA) Apex Next Level Thinking Masterclass	Keynote		Building Great African Brands

6 Aug 2019	Think Sales Summit	Keynote		Building Great African Brands
19 Aug 2019	Lagos Leather Fair	Keynote	Lagos, Nigeria	Building Great African Brands
23 August 2019	Global Africa Forum on Communications	Keynote	Kigali, Rwanda	Building Great African Brands
30 Sep 2019	Metropolitan Namibia Maestros Series	Keynote	Windhoek, Namibia	Leadership Branding: How will you lead?
28 Oct 2019	Brand South Africa Nation Brand Forum	Keynote	Sandton, South Africa	Nation Branding
27 Nov 2019	Microsoft Africa	Keynote	Johannesburg	Building Great Brands in Africa
25 May 2020	Brand Africa 100: Africa's Best Brands www.brand.africa	Keynote	Virtual, Africa	Africa's Best Brands 2020
29 May 2020	Brand Africa 100: Africa's Best Brands – Namibia and Southern Africa www.brand.africa	Presentation	Virtual, Africa	Africa's Best Brands 2020 – Namibia and Southern Africa
11 June 2020	Brand Africa 100: Africa's Best Brands – Botswana www.brand.africa	Presentation	Virtual, Africa	Africa's Best Brands 2020 – Botswana
18 June 2020	Brand Africa 100: Africa's Best Brands – Nigeria and West Africa www.brand.africa	Presentation	Virtual, Africa	Africa's Best Brands 2020 – Nigeria and West Africa
24 June 2020	Brand Africa 100: Africa's Best Brands – Benin www.brand.africa	Presentation	Virtual, Africa	Africa's Best Brands 2020 – Benin
26 June 2020	Brand Africa 100: Africa's Best Brands – Uganda and East Africa www.brand.africa	Presentation	Virtual, Africa	Africa's Best Brands 2020 – Uganda and East Africa

10 Jul 2020	<i>Brand Africa 100: Africa's Best Brands – Ivory Coast and Francophone Africa</i> www.brand.africa	<i>Presentation</i>	<i>Virtual, Africa</i>	<i>Africa's Best Brands 2020 – Ivory Coast and Francophone Africa</i>
29 Jul 2020	<i>Association of Media Agencies of South Africa (AMASA)</i>	<i>Keynote</i>	<i>Virtual, South Africa</i>	<i>Purpose-Driven Marketing</i>
5 Aug 2020	<i>Marketing Association of South Africa</i> <i>In Conversation with Thebe Ikalafeng</i>	<i>Presentation</i>	<i>Virtual, South Africa</i>	<i>Building Socially Responsible Brands</i>
3 Sep 2020	<i>BCW Europe and Africa</i>	<i>Keynote</i>	<i>Virtual, Africa</i>	<i>Africa, the Opportunity Continent.</i>
23 Sept 2020	<i>Durban Business Fair</i>	<i>Keynote</i>	<i>Ethekewini, South Africa</i>	<i>Buy Africa. Build Africa.</i>
7 March 2021	<i>TedxAccra 2021</i> https://www.youtube.com/watch?v=P-880eICEv0 https://www.ted.com/talks/thebe_ikalafeng_not_yet_uhuru_why_africa_isn_t_where_it_ought_to_be_and_what_we_need_to_do_to_get_it_there	<i>Keynote</i>	<i>Accra, Virtual</i>	<i>Not Yet Uhuru – Why Africa isn't where it ought to be and what we need to do to get it there.</i>
10 Mar 2021	<i>Proudly SA Buy Local Summit</i>	<i>Keynote</i>	<i>Johannesburg, South Africa</i>	<i>Buy Africa. Build Africa.</i>
25 May 2021	<i>Brand Africa 100: Africa's Best Brands</i> www.brand.africa	<i>Presentation</i>	<i>Abidjan, Ivory Coast</i>	<i>Africa's Best Brands 2021</i>
25 May 2021	<i>Nike EMEA Africa Day 2021</i>	<i>Keynote</i>	<i>Global, Virtual</i>	<i>I am Africa</i>

25 May 2022	Brand Africa 100: Africa's Best Brands – Global Results www.brand.africa	Presentation	Lagos, Nigeria	Africa's Best Brands 2022
26 May 2022	Brand Africa 100: Africa's Best Brands – Francophone Africa Results www.brand.africa	Presentation	Abidjan, Ivory Coast	Africa's Best Brands 2022
31 May 2022	Brand Africa 100: Africa's Best Brands – Southern Africa Results www.brand.africa	Presentation	Maseru, Lesotho	Africa's Best Brands 2022
03 June 2022	Brand Africa 100: Africa's Best Brands – East Africa Results www.brand.africa	Presentation	Kampala, Uganda	Africa's Best Brands 2022
06 June 2022	Brand Africa 100: Africa's Best Brands – Southern Africa Results www.brand.africa	Presentation	Windhoek, Namibia	Africa's Best Brands 2022
29 July 2022	IMC Conference www.	Keynote	Johannesburg, South Africa	Africa: Relevant or Relegated?
15 June 2022	Youth Owned Brands Awards https://patonbrands.com/top-16-youth-owned-brands-awards-2022/	Keynote	Johannesburg, South Africa	Made in Africa
28 Oct 2022	Urban Cities Festival https://www.sacities.net/urban-festival-2022/	Masterclass	Johannesburg, South Africa	City Branding and its importance in the development of Cities
17 Nov 2022	Marketing, Advancement & Communication in Education (MACE) Congress	Keynote	Pretoria, South Africa	Building Relevant African Institutional Brands

Corporate and Consulting Experience

<p>2002 – Current</p>	<p>Brand Leadership Group – South Africa and Kenya Founder and CEO <i>Branding, Strategic Communications and intellectual Property Firm</i></p> <p>Selected Highlights – <i>Established Brand Leadership Group in 2002 and led the re-branding of the merger of UNISA, Technicon SA and Vista (2005) that resulted in Africa’s biggest and the 10th largest mega-university in the world, and a brand which the inaugural Vice Chancellor and Principal, Professor Barney Pityana said "dug deep into the fountains of African cultural and philosophical inspiration - and bound together stakeholders with a common goal, an African history and a place of our own, different from other institutions;" re-branded Transnet, the continent’s largest bulk freight logistics company and renamed the apartheid era names of its divisions (2007); repositioned and re-branded the universities of the Free State (2009), Botswana (2007), North West (2006) and Namibia University of Science and Technology (2015); led the successful elections strategy and political branding for then opposition and later Ghana’s Ruling Party (NDC) (2008 and 2012); re-positioned and produced the Africa Green Revolution Forum (AGRF) 2012 – 2020 across 8 African countries - Tanzania (2012), Ethiopia (2014), Kenya (2015), Zambia (2016), Ivory Coast (2017), Rwanda (2018), Ghana (2019) and the benchmark 2020 Hybrid event that attracted over 10,500 delegates, 10 sitting and former Heads of States, 500 Speakers in agri-business, corporate and academia, 150 countries and raised \$4,7bn investment opportunities; re-defined the identity and developed the standards for managing South Africa’s official government identity (the national Coat of Arms) (2002 – 2004) to communicate a unified government brand and related departments; re-named and re-branded international insurer Aon’s African operations to Mauritius-based African insurer, Minet, with operations across Southern Africa; and led the branding and staging of South Africa’s first official hosting of the World Economic Forum country night in Davos, Switzerland (2023), which as African Business magazine put it, “managed to showcase not only the potential and spirit of the country (South Africa) itself but also of that of the whole continent.”</i></p> <ul style="list-style-type: none"> - Brand Leadership Group won 2008 Fin Week “Marketing Services Agency of the Year - Brand Leadership Group inducted in the REBRAND Hall of Fame for Effective Brand Transformations in New York in 2015.
<p>1996 – 2002</p>	<p>NIKE Africa Chief Marketing Officer for Africa/Regional Marketing Director - Africa/Marketing Director - South Africa</p> <p>Key Accomplishments –</p> <ul style="list-style-type: none"> - Led NIKE from distributorship, joint venture and ultimately 100% ownership by NIKE Inc. - NIKE business grew on average 38% p.a. and 402% compound during 6-yr tenure. - Grew NIKE Brand Value in South Africa 136X between 1996 – 2001. - Awarded IMM Marketing Organization of the Year (2001) - Awarded IMM Chartered Marketer Award for Community Marketing (2001) - Ranked #1 Sport Brand (Sunday Times/Markinor SA Brands of the Year Awards (2001). - Won 70+ Local & Global Advertising Awards (incl. Loeries (SA), Cannes (France), Clios

	(NY) and D&AD (UK) for locally conceived and creativity and communications. - Led development of SETA/IMM Brand Leadership Development Programme.
3/96 – 10/96	Strategic Planning PUBLIC RELATIONS INTERNATIONAL (a division of Leo Burnett SA), SOUTH AFRICA
11/94- 2/96	Group Marketing – Gaming SUN INTERNATIONAL, SOUTH AFRICA
10/93-10/94	Brand Management COLGATE-PALMOLIVE (PTY) LTD, SOUTH AFRICA
	COLGATE-PALMOLIVE COMPANY - NEW YORK, NY – USA

Boards – Public Service and Non-Profit

Trustee	Brand South Africa	1/11/2012 – 1/4/2016
Non-Executive Director	South African Tourism	1/6/2012 – 31/5/22
Deputy Chairman		31/05/2015 – 31/05/2018
Non-Executive Director	World Wide Fund for Nature (WWF)	01/03/12 – 30/11/2021
Trustee	Nedbank WWF Green Trust	26/08/2022 – To Date
Non-Executive Director	Population Services International (PSI) Africa	24/11/2022 – To Date
Council Member	Durban University of Technology	07/2007 – 07/2010
Advisory Board Member	Vega School of Brand Communication	01/02 – 04/14

Boards – Private Sector

Non-Executive Director	Mercantile Bank and Mercantile Bank Holdings	16/11/2004 – 30/11/2019
	- Chairman – Social, Ethics and Transformation Committee	
	- Chairman – Remuneration Committee	
Non-Executive Director	Carrack Holdings (JSE Listed)	13/10/2014 – 30/04/2021
	- Chairman, Remuneration Committee	
Non-Executive Director	Foodcorp	11/2005 – 05/2010
Executive Director	Nike South Africa	06/2001 – 09/2002

Boards – Industry

Non-Executive Director	Marketing Federation of Southern Africa	10/2002 – 10/2005
Vice-Chairman	Brand Council of Southern Africa	11/2011 – 12/2013
Non-Executive Director	South African Advertising Research Foundation	03/2002 – 06/2004
Non-Executive Director	Direct Marketing Association of SA	06/2001 – 12/2002

Chairman	Loeries	1998 – 2002
Chairman	Financial Mail Ad Focus	2003 – 2004

Education

1992	BSc Business Administration (cum laude)	Marquette University	Milwaukee, USA
1993	Master of Business Administration (MBA)	Marquette University	Milwaukee, USA
2021	Master of Laws (LL.M) in Intellectual Property	University of Turin in collaboration with World Intellectual Property Organization (WIPO)	Turin, Italy and Geneva, Switzerland

Executive Education

19/2/2014	Corporate Governance & Board Effectiveness Institute of Directors (IoD) – Johannesburg, South Africa
1/2011	Finance for Senior Executives HARVARD BUSINESS SCHOOL - Boston, USA
1998	Finance for Non-Financial Managers Wits Business School
11/11/2014	Corporate Governance & Board Effectiveness for Trusts Ithemba Governance & Statutory Solutions (Pty) Ltd – Johannesburg, South Africa
31/10/2014	Responsible Remuneration Institute of Directors (IoD) – Johannesburg, South Africa
29/1/2015	Audit Committees Effectiveness Institute of Directors (IoD) – Johannesburg, South Africa

Individual Honours and Awards

2023	<i>Most Reputable Africans</i>	<i>Reputation International, United Kingdom</i>
2022	<i>PRISM Lifetime Achievement Award</i>	<i>Public Relations Institute of Southern Africa, South Africa</i>
2022	50 African Titans	UAE Africa Networking Group
2021	<i>100 Most Influential Creative People of African Descent - United Nations 'International Year of the Creative Economy for Sustainable Development.'</i>	<i>Most Influential People of African Descent (MIPAD), United States</i>
2021	<i>Lifetime Achievement Award</i>	<i>Financial Mail, South Africa</i>

2016	Golden Key	University of Johannesburg
2015	Most Influential Africans	New African Magazine, United Kingdom
2013	Most Influential Africans	New African Magazine, United Kingdom
2009	Brand Leadership	Asia Brand Congress, India
2001	Gold Medal, Institute of Marketing Management (IMM) Roll of Honour	Institute of Marketing Management, South Africa
1993	Marquette University / American Marketing Association Award for Aptitude in Marketing	Marquette University, United States

Organizational Honours and Awards

2015	REBRAND Hall of Fame for Effective Brand Transformation – Brand Leadership Group	REBRAND, United States
2011 - 2014	REBRAND Awards for Effective Brand Transformations	
2008	Marketing Services Company of the Year – Brand Leadership Group	Fin Week, South Africa
2001	Marketing Organization of the Year (2001) - Nike	Institute of Marketing Management, South Africa
2001	Chartered Marketer Award for Community Marketing - Nike	Institute of Marketing Management, South Africa

Memberships

Fellow	Institute of Directors of South Africa (IoD)
Member	Marketing Association of South Africa (MASA)
Member	American Marketing Association (AMA)
Member	Public Relations Institute of Southern Africa (PRISA)
Member	International Public Relations Association (IPRA)