



IKALAFENG

Global African thought leader, advisor, commentator and author on branding. Founder of Brand Africa, Public Sector Excellence and Brand Leadership

Thebe Ikalafeng is arguably one of Africa's foremost brand authorities. He has been recognised as one of the Top 10 Thinkers in Marketing in an Ipsos survey among business decision makers in Southern Africa.

He is founder of the award winning Brand Leadership Group® and Brand Leadership Academy®, and the seminal Brand Africa™ and Public Sector Excellence™ initiatives. A global African, he has been recognised with the award Asia Brand Congress "Global Brand Leadership" award and the Marquette University/American Marketing Association "Award for Marketing Excellence."

Ikalafeng's distinguished career is highlighted by his leadership of **NIKE** (Africa) to over 75 local and global awards, including the 10 Cannes Lions and the Institute of Marketing Management's "Marketing Company of the Year" Roll of Honour, and leading **Brand Leadership** to the Fin Week "Marketing Services Agency of the Year, 2008" (South Africa) and the 2011 REBRAND 100 Global Award for Effective Brand Transformations (New York, USA).

Ikalafeng has served on various leading corporate boards and all notable industry bodies. He is vice-chairman of the **Brand Council of South Africa** and a non-executive director of **Mercantile Bank Holdings, WWF** South Africa (WorldWideFund for Nature and **South African Tourism**, and Founder and Chairman of **Brand Africa** and **Public Sector Excellence**.

Ikalafeng is widely recognized in Africa and the world, and has been featured in global media such as CNN, BBC and CNBC Africa.

Ikalafeng holds a **BSc** (Business Administration) and **MBA** degrees from Marquette University in the USA, completed executive education at Wits Business School and Harvard Business School, and qualified as a **Chartered Marketer (SA)**.

Born in Kimberly, South Africa, he advises, teaches, writes and speaks globally in commercial, political, nation and personal brands & branding and related matters.



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