



“Mr. Brand,” Mail & Guardian Brand Authority. Author. Entrepreneur.

Arguably Africa’s foremost brand authority and founder of the award-winning Brand Leadership Group and the Brand Leadership Academy, he has been recognised as one of the Top 10 Thinkers in Marketing in an Ipsos survey among business decision makers in Southern Africa. A seasoned entrepreneur and businessman, he is a non-executive director of Mercantile Bank Holdings. He has held directorships at Foodcorp Group and Durban University of Technology council. He is a member of the Vega School of Brand Communications advisory committee. He has been recognised globally with a Marquette University/American marketing association “Award for Marketing Excellence” and “Global Brand Leadership” by the Asia Brand Congress. Ikalafeng has a distinguished corporate career which started at Colgate Palmolive in New York, USA, and 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. He has served on all notable industry bodies, including as chairman of the industry’s highest advertising awards, the Loeries (1998 – 2002), Financial Mail AD Focus (2003-4), the Sunday Times Marketing Excellence council, and on the boards of the South African Advertising Research Foundation, Direct Marketing Association and the Marketing Federation of Southern Africa. Thebe advises, teaches and speaks globally in personal, commercial, political and nation branding and related matters.

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