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Ilhaam Groenewald is currently the Maties Sport Chief Director as well as serving on a few representative boards and committees. Ilhaam joined Stellenbosch University in 2014 from the University of the Western Cape where she held the position of director of sport administration for more than a decade. Ilhaam is qualified with an Honours degree in business administration and a Masters degree in sports management. At Stellenbosch University she and still is a representative of several committees such as the Employment Equity Forum, Institutional Transformation Committee and Senate.

During 2016, Ilhaam became the first female Executive Council member for SA Rugby and continues to occupy a few representative roles within the higher education sport environment. These include, among others, Chairperson of the Heads of Sport Forum of South Africa until November 2016, First Vice President and President of University Sport South Africa (USSA) and a Varsity Cup board member for period 2017-2019. She also currently serves as a board member of the University Sports Company. She acted as a judge of the Discovery Sport Industry awards from 2017-2018.

Several special recognitions for Ilhaam include the University of the Western Cape Chancellor's award in 2017 and recently, during August 2019 the Ministerial Award by Sport & Recreation South Africa for her contribution towards sport in South Africa and breaking the boundaries with her leadership involvement in rugby.

Her career interests are in business management, sport management with focus on high performance sport, competitive and recreational sport, leadership and governance, and she has a key interest in the areas of commercialization, media and communication.

Her motto is to 'Live, Love & Laugh'