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PERSONAL DETAILS

Nationality: South African

Date of Birth: 26 October 1969

Languages: English; IsiXhosa; IsiZulu; SeSotho (competent)

PROFILE SUMMARY

General Management ▪ Strategy ▪ Operations Management ▪ Project Management & Project Delivery

A versatile professional with business analytical and strategic planning skills gained through a variety of projects and organisational leadership roles, with nearly 20 years' experience in developing organisational strategy implementation of organisational change and growth strategy. Highly successful in developing projects from scratch and following them through to completion. Expansive broadcasting experience gained from production, content development and aggregation, content rights negotiation and sales across Sub-Saharan Africa. An entrepreneur with well-developed negotiation skills and the ability to interact at the highest and lowest levels.

CAREER HIGHLIGHTS

- 1) Chairperson of the board of Treatment Action Campaign (TAC) 2014 - Present
 - a) Led the establish of the new board for the TAC since its formation
 - b) Led the development and implementation of the turn-around strategy for the organisation moving it from the brink of closure to a financially secure organisation.
- 2) Commonwealth Games 2022 bid for Durban
 - a) Overall management of the bid strategy and total project delivery
 - b) Managed and executed the bid Marketing
- 3) FIFA 2010 and 2014 commercialisation, activations, broadcast rights negotiations and distribution across Sub-Saharan Africa
 - a) Assisted with logistics for FIFA marketing in partnership with 2010 Local Organising Committee to help them secure sponsorship from local sponsors including MTN, making MTN the first and only African company to be a global sponsor of the FIFA WC 2010
 - b) Oversaw the sponsorship of major FIFA World Cup Sponsors during the 2010 FWC (incl. MTN Group, Coca-Cola and PowerAid (global), Sony (global) - the most by any agency ever in the history of the FWC
 - c) Secured and managed the Sub-Saharan Africa FIFA 2010 and 2014 Broadcast rights on behalf AUB, as well as the 2008 and 2012 London Olympics.

- 4) **Essence Festival Durban**
 Essence Festival is an annual, live, multi-day Arts, Business, Entertainment, Empowerment and Cultural event hosted by the City of Durban, in partnership with Essence (a Time Inc. company). The City together with Essence approached Octagon to assist in launching and running the festival. The size of the project necessitated high level involvement from Octagon, thus I ended leading the team in the following:
 - a) Overall project management
 - b) Financial management
 - c) Stakeholder and Project Team Leaders management
 - d) Marketing, Monitoring and Evaluation

- 5) **Other things to be proud of:**
 - a) Was member of the FIFA Marketing and TV Committee for 5 years (2012-2017).
 - b) Conceptualised and project managed the Breaking the Mould project featuring exhibition matches by Serena and Venus Williams in Lagos and Johannesburg.
 - c) Launched and project managed Unite for Mandela Initiative (2013 and 2014) on behalf of the National Departments of Sport and Recreation and Arts and Culture. This project involved the National Senior Football and Rugby Teams playing against international opponents at the same venue on the same day broadcast on both SABC and SuperSport with Music Concert, featuring, Hugh Masekela, Thandiswa Mazwai, De Banj, Salief Keita and various other South African Artist.
 - d) Provided the highest levels of national government and blue chip clients such as Coca-Cola, MTN, Standard Bank, SABC and Sony with policy and consulting advice.
 - e) Established a leading edge framework for sports development (Protea Sport) in South Africa, adopted by NSC, government and academic institutions.

PROFESSIONAL EXPERIENCE

A. PRISM Sport+Entertainment

PRISM is a Wunderman Thompson owned business and part of a global network of WPP group of companies. It is a specialist creative, brand engagement, sponsorship, broadcast and communications company.

As: Managing Director

Main job functions include:

- 1) Overall leadership, planning, and directing of the business strategy including the establishment of partnerships across the African Continent through affiliations, minority ownership and/or strategic project delivery.
- 2) Oversee and lead Business Development and Acquisition.
- 3) Leading collaborative efforts across WPP South Africa

B. Partner Buyu Incorporated: 2012 to Present

Is an Organisational Development and Change Company whose executives have over 30 years in organisational development, change management, coaching and people development. Our individual experiences include government, private sector and civil society.

Relevant Assignment assignments include:

1. **South African Sports Confederation and Olympic Committee: Strategy Development [including Organisational Development]**

- a. Development and management of the corporate strategy for the organization
- b. Developing a new strategic vision and direction for the organization
- c. Driving the organizational development and change process

2. South African Hockey Association:

- a. Facilitating a transformation workshop for SAHA
- b. Develop and produce and transformation plan out of the above

C. Octagon Marketing Pty (Ltd), and Republicom South Africa April 2002 to 2017

Octagon Marketing (later changed to Republicom), part of a global network of Inter-Public Group of marketing agencies. It is a specialist brand, development, brand engagement, event management and sponsorship, and broadcast media organisation.

As: Group Managing Director

- 4) Main job functions include overall leadership, planning, and directing of the business strategy including the establishment of partnerships in Nigeria, Angola, Kenya, Ghana, Mozambique, Zambia and Uganda through affiliations, minority ownership and/or strategic project delivery, making us one the best networked agencies on the continent.
- 5) Oversee and lead business development
- 6) Oversight of the company's assets, financial management and control
- 7) Stakeholder Relations
 - a) Board of Directors
 - b) Octagon Global
 - c) Clients

D. South African Sports Commission, January 2001 – March 2002

As: Chief Operations Officer & Deputy Chief Executive

- 1) Main job functions as COO and Deputy CEO, involved the development and management of the corporate strategy for the organization and for sport in South Africa
- 2) Overseeing the operations and mega projects of the organization
- 3) Managing the marketing and communications strategy, international relations, transformation, organizational development and change, as well as information and research
- 4) Developing a new strategic vision and direction for the organization
- 5) Putting an organizational development and change process into place
- 6) Oversee the implementation of organisational programs and liaison with key stakeholders, including Department of Sport and Recreation, Portfolio Committee on Sport, Provincial Government and other sport organisations
- 7) Oversight over financial management in compliance with the PFMA
- 8) Developing an new marketing and communications strategy

E. National Sports Council of South Africa, October 1994 - August 1999

As: Manager: Development

- 1) Managing the development team, program development and implementation, policy advice and strategic planning for sports development in South Africa
- 2) Successfully established the development department from conception to full operation, recruiting a team of professionals, making its function one of the five core competencies of the organization and the point of differentiation

- 3) Provided policy and consulting advice (including drafting policies, facilitating the development of strategic plans) to national, provincial and local government, and other agencies
- 4) Designed and implemented competency based education and training programmes, using local and international research, and consulting with international agencies. This led to the recognition of sports competencies by the South African Qualifications Authority and has been used to assist the rest of Southern Africa and Caribbean countries
- 8) Co-ordinated and negotiated international sports initiatives between South Africa and the United Kingdom, Australia, and Norway; raising £800k of aid money over four years
- 9) Sourced and managed projects, such as building of multi-purpose facilities, building partnerships between funding agencies such as the South African Sports Trust, local government and private sector organisations
- 10) Successfully coordinated the marketing, PR and fundraising functions, raising R10 million, enabling the South African Team to participate in the All Africa Games, taking overall gold medal.

F. University of Cape Town, April 1993 – September 1994

- 1) Senior Sports Administrator
- 2) Assistant Researcher

EDUCATION

1. Master of Business Administration (MBA)- 2001: De Montfort University, United Kingdom
2. Bachelor of Social Science – 1991: University of Cape Town
3. Diploma in Management – 1995: Damelin Management School