



Introducing the IAB SA Transformation Council

The IAB South Africa is thrilled to announce the names of the newly-elected members of the Transformation Council.

Under the leadership of Veli Ngubane, Founding Partner and Chief Creative Officer of the Avatar Agency Group, the IAB SA Transformation Council consists of 14 dynamic individuals who will work together with fellow industry bodies and partners to champion diversity and inclusivity in the industry with the aim of facilitating lasting change that empowers black digital media and marketing professionals. Leading by example, this iteration of the council comprises of over 50% female and almost 100% diversified members.

Members will serve for two years: their first in the capacity of members of the Transformation Council, and the second as transformation representatives on the speciality council of their choice.

“The fourteen new council members were chosen for their passion for championing diversity and inclusivity in the industry; their varied and dynamic skill sets; and their willingness and ability to promote and implement positive change,” says Ngubane.

“The council faces a crucial task: to ensure that young creatives are able to enter an industry that has their best interests at heart. In other words, an industry that is diverse, inclusive, and one that welcomes them with open arms,” he adds.

Dr Oupa Monamodi, IAB SA Executive Board member, WPP South Africa Chair and IAB SA Head of Transformation and Education echoes Ngubane’s sentiment:

“The time is now to issue a call to arms to South African media and marketing companies, and in the case of the IAB SA, digital media and marketing companies, to commit to transformation by embracing and implementing actionable steps that will see the industry transform into one that is authentically diverse and inclusive. The IAB SA Transformation Council plays a significant role in facilitating these changes, and is thrilled to welcome the new members of the council and is excited to work alongside them to create new possibilities for black digital media and marketing professionals in South Africa,” says Monamodi.

The Transformation Council members for 2021 are:

Nomacala Mpete, Head of Learning, Digify Africa

During the course of her career, Nomacala has trained and upskilled more than 8000 people across the continent. She aims to assist young creatives who have the talent but not necessarily a formal degree or certification, by opening the right doors for them.

Motshidishi Mokoena, Social Media Manager and Strategist, Cherry Republik

Motshidisi has a slew of accolades under her belt, an impressive feat for a 22 year old creative. One of the winners of the SA Front Row Initiative, she wants to use her time on the council to focus on accessibility and knowledge sharing to empower young creatives to enter and thrive in the industry.

Taahira Kimmie, Marketing Manager, First National Bank

With a decade of experience in corporate, Taahira wants to contribute towards shattering the stigma that surrounds the concept of transformation. Using her experience as a queer, black woman in the industry, hopes to well as address the impact that unconscious bias has on creatives in the industry.

Anusha Harri, Associate Account Director Media and Creative, Kantar

With vast experience in creative testing and media strategy under her belt, Anusha will use her time on the council to partake in conversations that ignite new energy in the industry to make it a more authentic, inclusive space.

Nokuthula (Nox) Magwaza, Founder and MD, Bloom Marketing and Bloom Infinite

Nokuthula's motto, "Blooming is the only evidence of life, when you stop blooming, you are dead" fuels her passion for women empowerment and leadership development. She will continue to use her skills to unlock and nurture womens' latent power and potential as leaders and creatives.

Razia Van der Schuur, Founder and Director, Four (Pty) Ltd.

Razia founded digital academy Four in order to address the digital skills gap in South Africa. She hopes to use her seat on the council to educate women who are not currently eligible for digital education – whether due to a lack of education, socio-economic factors, or both.

Siya Metane, MD, SlikourOnLife

Siya launched SlikourOnLife in 2013 as a music publishing platform. It has since evolved into a content agency that specialises in social media and influencer management. Siya will use his time on the council to partake in progressive discussions and assist in identifying solutions to current barriers to entry faced by young black creatives.

Rorisang Setlogelo, Managing Director, Roth Media

An award-winning marketer and creative, Rorisang brings 15 years of experience in advertising and communications to her seat on the council. Her long-term goal is to establish an extensible network of African woman-owned and run digital agencies.

Joyce Dodd, Chief Talent Officer, Publicis Groupe Africa

Working in various capacities within the Publicis Groupe for the last 13 years, Joyce has worked in London, Accra, and South Africa. Her Ghanian heritage has driven her passion for facilitating diversity and inclusivity interventions that result in real and lasting change. She brings considerable experience and a strong network of partners who have successfully created development programmes for those who have been affected by a lack of transformation to the table.

Tshepo Matsheng, Head of IT and Leader of Diversity Council, VMLY&R

Tshepo founded and leads the Diversity Council within VMLY&R which has delivered multiple key projects that have propelled issues of transformation within the agency to the fore. Tshepo will use his seat on the council to champion cross-agency programmes and will contribute his invaluable insight, experience, and connections to assist the council in their objectives.

Zubeida Goolam, Chief Creative Officer, Valiant Digital

Zubeida worked at heavyweight agencies including Ogilvy Cape Town and M&C Saatchi Abel, before she co-founded Valiant. She is passionate about diversity, inclusion, and transformation and looks forward to using her ability to spearhead conversations that open up possibilities, fresh thinking, and empowering beliefs.

Andrew Allison, Chief Commercial Officer, Red and Yellow

Self-described as a “Specialist Generalist”, Andrew has a passion for education, transformation, and digital law that was fostered from his extensive industry experience in numerous operational roles. He will use his time on the council to aid in devising and implementing creative transformation solutions.

Asha Patel, Head of Marketing South Africa and Ads Marketing Sub Saharan Africa, Google SA

Asha has over 16 years of experience in emerging and developed markets. She has contributed to numerous councils that focus on transformation and the empowerment of minority groups throughout her career, and looks forward to using this opportunity to make space for and support diverse talent.

Khuthala Gala Holten, Co-Managing Director, Joe Public United

Khuthala’s career in advertising has been underpinned by her ability to inspire and drive unity and collaboration. She attributes a large portion of her success to the individuals who mentored and empowered her, she would like to *pass the baton* by becoming a pillar of guidance and support to digital media and marketing professionals.

The IAB SA Transformation Council will tackle numerous exciting projects next year. These include the launch of an annual transformation survey in partnership with several relevant industry bodies. As part of their work with the MAC Charter Council, the council will concentrate on increasing data and reporting around transformation targets and achievements of IAB SA members. In addition, the council will raise funds for digital media and marketing courses of ten black female students.

The process to nominate industry leaders, across the various stakeholder sets, relevant to this marketing speciality, commenced in May 2020 with an invite to the IAB SA member and subscriber base alongside social media notifications. The current council was announced on 16 June 2020. There will be a second nomination process in September, before the IAB SA AGM in October 2020 to build on the work the council has achieved to date. To join the IAB SA communication list to hear more about other industry committees, events and reports, please subscribe here: www.iabsa.net/newsletter_subscribe.