

Corporate Communications and Media

Dynamic and seasoned professional with extensive experience in Corporate Communications and Business Development, specializing in implementing effective corporate messaging and stakeholder management strategies. Proven track record in navigating company growth, establishing strategic partnerships, and forging crucial relationships with global entities. Visionary in contributing to market penetration and growth, executing comprehensive corporate rebranding strategy and utilizing communications and PR tactics. Visionary leader with expertise in coordinating multifaceted teams in sports and tourism sectors for attainment of exceptional outcomes.

Areas of Expertise

- Strategic Communications Planning
- Project Management
- Public Relations Strategies
- Global Partnership Building
- Strategic Planning & Execution
- Operations Management
- Business Development
- Team Leadership & Training
- Cross-Functional Collaboration
- Brand Positioning & Rebranding
- Communication Policy Development
- Social Media Engagement
- Market Penetration Strategies
- Stakeholder Engagement
- Event Management & Coordination

Professional Experience

Millat Group – Johannesburg/Cape Town/Dubai

01/2022 – Present

VP: Corporate Communications and Business Development

Spearhead implementation of corporate messaging and stakeholder management to ensure seamless handling of reputation and timely pursuit of business opportunities amidst company's rapid growth and establishment of four new hotels. Oversee and manage crucial relationships and agreements with renowned global entities like Hyatt Hotels, Circle K, Puma Energy, and Uber Eats. Prepare for upcoming launch of Pret A Manger stores in South Africa to enhance organization's portfolio and market reach.

Key Contributions:

- Introduced Hyatt Hotels into the South African market aimed at driving their expansion and presence.
- Established organization as a prominent family office in South Africa, showcasing leadership and vision in the market.
- Pioneered launch of Circle K Convenience stores across South Africa and contributed to market penetration and growth.
- Executed comprehensive corporate rebranding strategy and elevated organization's image and positioning in industry.
- Initiated Group's expansion into Dark Kitchens and made us inaugural hotel group in Africa to introduce Dark Kitchens.

South African Tourism – Johannesburg

04/2018 – 12/2021

GM: Global PR, Communications, and Stakeholder Relations

Utilized communications and PR strategies to promote SA Tourism's primary objective of increasing arrivals to South Africa and positioning SA as a preferred long-haul destination worldwide. Oversaw PR and communications for 12 global offices catering to key source markets and managed corporate brand image of organization. Coordinated multifaceted team with five members at Head Office, two Agency teams, and individual PR personnel in each country office in collaboration with supporting PR Agency teams. Arranged and conducted global media tours to showcase South Africa's tourism offerings.

Key Contributions:

- Secured visibility for Executive Leadership within the industry.
- Boosted organization's reach and impact by initiating partnerships with Google and Netflix.
- Led and implemented a successful post-COVID media strategy for the tourism sector in South Africa.

Altaaf Kazi

- Conducted successful media and PR campaigns to raise awareness of South Africa as a desirable destination.
- Worked for three Tourism Ministers and supported their team from a PR standpoint.
- Executed tourism segment of the World Expo in Dubai, from inception to completion, encompassing project management, strategy development, and implementation.

Cricket South Africa – Johannesburg

Head: Media and Communication

06/2012 – 03/2018

Played a key role in the Executive Management Team, while overseeing cricket operations in South Africa. Managed communication at all levels within CSA, including board, national teams, and grassroots cricket. Collaborated closely with commercial partners to enhance relationships.

Key Contributions:

- Launched the successful Protea Fire campaign.
- Developed and executed a media strategy that restored trust in CSA.
- Ensured process and performance improvement by supervising team of six individuals.
- Contributed to Cricket South Africa's recognition as a top sports federation in the country.
- Established online media content platform for diverse media dissemination, the first for sports federations in South Africa.

Premier Soccer League – Johannesburg

GM: CRM, Press, and PR

01/2008 – 06/2012

Led PSL CRM Project to transition administration environment to an online platform using Microsoft Dynamics CRM. Oversaw media relations and operations for the PSL. Handled Accreditation Processes for media, broadcasters, sponsors, agencies, and clubs at the beginning of each season.

Key Contributions:

- Developed and executed a media strategy that restored trust in the PSL.
- Facilitated relationship between the PSL and the Broadcast Rights Partners.
- Created online accreditation system and supervised a team of five members.
- Formulated Broadcast and Media Manual to enhance clubs' professionalism in servicing the media.

Additional Experience

Protocol and Media Liaison Officer | FIFA World Cup – Johannesburg

Stadium Media Manager - Ellis Park | FIFA Confederations Cup – Johannesburg

Presenter/Producer | SuperSport International – Johannesburg

Senior Sports Reporter | SABC News – Johannesburg

Sports Reporter | E-TV News – Cape Town / Johannesburg

Education

National Diploma - Sports Management | Damelin College

Diploma Accredited Course, New Managers Program | Wits Business School