



Marcia Noxolo Veronica Mayaba

Trailblazer in Automotive Leadership | Youth Empowerment Advocate | Transformation Champion

About Marcia

Marcia Mayaba is a trailblazing automotive executive whose career spans over two decades, navigating roles across OEMs, retail, fleet, and data-driven mobility. Her breakthrough achievements include:

- **First Black female CEO of a JSE-listed** automotive retail group (Barloworld Motor Retail).
- **First Black female Dealer Principal** in Volkswagen and Audi networks in South Africa.
- Named among the **Top 100 Most Influential Women in Africa** (Automotive Supply Chain).
- **Vice-Chair of the National Automobile Dealers' Association (NADA)**, leading diversity and transformation efforts

Her journey began humbly in Orlando East, Soweto—earning just R 2,500 a month to support her siblings after their mother's passing—working her way from the wash bay to the boardroom. She currently serves as **Chairperson of the Marcia Mayaba Foundation** which focuses on nurturing the girl child at every stage of her journey. Guided by the values of grace, dignity and strength, the Foundation creates opportunities that open new worlds, with a special focus on exposing young girls to the Automotive industry and inspiring them to one day embrace it as a career of choice.”

Media & Recognition

 Featured in Your Luxury Africa, SABC, BusinessLive, Barloworld, Isuzu, TransUnion.

 Honoured with the SheCan Award at the WomenCan Awards.

 Profiled as a “necessary disruptor” in transformation and empowerment efforts.





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Key Achievements

- 🏆 **2021** – Top 100 Most Influential Women in Automotive Supply Chain in Africa
- 🏆 **2019** – Excellence in Leadership Award (Gumtree Women in Auto Awards)
- 🏆 **2019** – Role Model of the Year (MFC Woman in Motoring Awards)
- 🏆 **2018** – Best Dealership in Franchise (Barloworld Achiever Awards)
- 🏆 **2014** – Club of Excellence (Volkswagen South Africa)
- 🏆 **2013–2014** – Dealer of the Year (Lindsay Saker Annual Achiever Awards)
- 🏆 **2012/2013** – Dealer of the Year (Lindsay Saker Awards)

Testimonials

“Marcia embodies the spirit of transformation—turning modest beginnings into a legacy of empowerment.” –
WomenCan Awards

“Transformation and inclusion are moving too slowly... I consider myself a necessary disruptor.”
– **Marcia Mayaba**

Board Appointments

- 📁 Europe Assistance South Africa | **Non-Executive Board Director**
January 2025 – Present
- 📁 Social Ethics Remuneration and Nominations Committee | **Chairperson**
January 2025 – Present
- 📁 National Automobile Dealers Association | **Vice President**
2019 – 2021



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