

PROFESSIONAL SUMMARY

Visionary executive with 20+ years of progressive senior leadership experience driving organisational transformation and sustainable growth. Proven track record of developing innovative strategies that optimise operational efficiency and service delivery by executing approved strategies. Adept at building high-performing teams and fostering a culture of excellence with expertise in leadership, governance, public rhetoric, information technology and strategic communication – greatly influencing Namibia’s public service sector and national policy implementation.

CORE COMPETENCIES

- Planning and Execution
- Financial Oversight
- Organisational Leadership
- Digital Transformation and Innovation
- Change Management and Business Turnaround
- Stakeholder Engagement and Board Relations
- Design Thinking
- Futures Literacy
- Strategic Development

PROFESSIONAL EXPERIENCE

MINISTRY OF INFORMATION AND COMMUNICATION TECHNOLOGY, Windhoek, Namibia

Executive Director

August 2022 - Present

Key Responsibilities:

- Serve as Spokesperson of the Government of the Republic of Namibia, representing official positions to national and international media
- Advise the Minister on policy matters and maintain comprehensive briefings on all significant issues affecting the Ministry's operations
- Initiate and develop policy proposals for ministerial consideration, while overseeing implementation and review processes
- Draft Cabinet memoranda and prepare parliamentary responses, ensuring accurate representation of ministry positions
- Assess programme feasibility and develop strategic budget proposals aligned with national priorities
- Ensure fiscal responsibility by maintaining all disbursements within budgetary allocations, with accountability to the Public Accounts Committee

MINISTRY OF SPORT, YOUTH AND NATIONAL SERVICE, Windhoek, Namibia

Executive Director

November 2020 - July 2022

Key Achievements:

- Established comprehensive policy framework that strengthened ministerial operations and improved service delivery to stakeholders
- Developed and implemented strategic budget management processes that optimised resource allocation across ministry programmes
- Created effective communication channels between ministry departments, enhancing cross-functional collaboration and operational efficiency
- Streamlined administrative procedures, resulting in improved responsiveness to parliamentary inquiries and public concerns
- Provided strategic leadership during COVID-19 pandemic, ensuring continuity of essential services while adapting to changing circumstances



THE PENGUIN CONSULTING GROUP, Windhoek, Namibia

Managing Consultant

February 2019 - October 2020

Specialised in creating sustainable change and transformation through strategic communication, leadership development, policy analysis and publishing services.

Key Consultancies:

- Led editorial development for Environment Investment Fund Annual Report 2019/20, enhancing transparency and stakeholder communication
- Conducted comprehensive situational analysis for Open Society Initiative for Southern Africa, informing regional development strategies
- Facilitated strategic planning process for Namibia Fish Consumption Promotion Trust, resulting in actionable one-year roadmap
- Developed innovative fleet management scheme for Namibia College of Opening Learning, optimising resource utilisation

NEW ERA PUBLICATION CORPORATION, Windhoek, Namibia

Chief Executive Officer

May 2013 - January 2019

Key Achievements:

- Transformed organisational performance through strategic leadership, resulting in improved operational efficiency and financial sustainability
- Developed and implemented comprehensive strategic plan that aligned with national development goals while enhancing corporate competitiveness
- Established robust financial management systems that ensured prudent resource utilisation and compliance with regulatory requirements
- Created innovative revenue streams through diversification of product offerings and strategic partnerships
- Built high-performing teams through implementation of talent development programmes and performance management systems



NAMIBIAN BROADCASTING CORPORATION, Windhoek, Namibia

Chief News and Programming Officer

July 2011 - April 2013

Key Achievements:

- Led comprehensive restructuring of news and programming departments, enhancing content quality and operational efficiency
- Implemented strategic planning processes that aligned programming with audience needs and national development priorities
- Developed talent management framework that strengthened leadership capabilities across multiple departments
- Established stakeholder engagement mechanisms that improved responsiveness to viewer and listener feedback
- Created budget monitoring systems that optimised resource allocation while maintaining programming quality

ROADS AUTHORITY, Windhoek, Namibia

Head of Communication

May 2006 - June 2011

Key Achievements:

- Developed and implemented comprehensive internal communication strategy that significantly improved employee engagement
- Established corporate identity guidelines that strengthened brand recognition and institutional reputation
- Created strategic corporate social responsibility initiatives that enhanced community relations and public perception
- Designed stakeholder engagement framework that improved relationships with key partners and beneficiaries



EDUCATION AND CREDENTIALS

Doctor of Philosophy in Rhetoric Studies

University of Cape Town, South Africa,
2009

Thesis: Persuasion as a Social Heuristic: A Rhetorical Analysis of the Making of the Constitution of Namibia

Master of Philosophy in Development Policy and Practice

University of Cape Town, South Africa,
2018

Thesis: A Comparative Analysis of Housing Policies of Namibia and South Africa

Master of Business Administration

University of Namibia,
2013

Thesis: The Influence of Directors' Leadership Styles in Company Performance: The Case of O&L Group of Companies

Master of Arts in Communication Science

University of the Free State,
2007

Thesis: Canons of Classical Rhetoric in Sam Nujoma's State of the Nation Addresses (1990 – 2004)

Bachelor of Arts with Honours in Communication Science

University of the Free State,
2004

ACADEMIC HISTORY

Theses Supervised:

- Master of Business Administration (Management Strategy): “An Analysis of Challenges Affecting the Growth of Small Business at Osire Refugee Settlement” by Sakeus Mbango, University of Namibia, 2019
- Master of Science in Leadership and Change Management: “The Role of Leadership during the financial crises at Social Security Commission” by Winson Nepembe, Namibia University of Science and Technology, 2011
- Master of International Business: “Entrepreneurial activity within the informal sector in Katutura” by Irene Simeon-Kurtz, Namibia University of Science and Technology, 2010

Teaching Experience:

- Lecturer, Media Theory and Practice, University of Namibia, February 2010 – December 2010
- External Moderator (Post-graduate), Namibia University of Science and Technology, March 2009 – July 2020
- Lecturer, Organisational Communication (post-graduate), Namibia University of Science and Technology, July 2009 – December 2013

BOARD AND ADVISORY SERVICES

- Honorary President, Karate-Zen Namibia, October 2021 – January 2025
- Member, Global Scouting Communication Network, March 2020 – Present
- President, Scouts of Namibia, August 2019 – Present
- Chairperson, Zambezi Education Foundation, October 2015 – Present
- Deputy President, Karate-Zen International, May 2015 – January 2025
- Chairperson, Public Enterprises Chief Executive Officers’ Forum, June 2016 – January 2019
- Director, Namibia-Zimbabwe Newspapers (PTY) Ltd, September 2016 – February 2019
- Director ex officio, New Era Publications Corporation, May 2013 to January 2019
- Member, President’s Economic Advisory Council, May 2013 – April 2016



LEADERSHIP AND THOUGHT LEADERSHIP

Publications:

- Published author, "Whispers of Freedom," The Penguin Group, 2024
- Rhetorical common ground as the interlocutor of agreement: Lessons from the Windhoek Constituent Assembly, NAWA Journal of Language and Communication, Volume 3, Number 2, December 2009
- Journalistic Use of Word collectives violates the Logic of Writing, University of Cape Town, 2009

Conference Presentations and Speaking Engagements:

- Mutual Benefit and Win-Win, The Pragmatic Cooperation Between China and Southern Africa Under the Framework of Forum for China-Africa Cooperation (FOCAC), China-Namibia Think Tank and Media Dialogue, Windhoek, Namibia, July 2019
- Persuasion as a Social Heuristic: A Rhetorical Analysis of the Making of the Constitution of Namibia, 6th International Conference of the African Association for the Rhetoric, Windhoek, Namibia, July 2016
- Enhancing Your Leadership Skills to Motivate Your Team Towards Effective Business Development and Ownership, 2nd Annual State-Owned Enterprises Namibia Conference, Windhoek, Namibia, May 2016
- Strategic Engagement with the Media: Life in the Newsroom, Government Communication Seminar of Senior Officials, Ongwediva, Namibia, October 2015

