

MATHE OKABA

CV/RESUMÉ

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Objective

My career objective is to fulfill any of the following executive roles; **Managing Director / General Manager / Marketing Director / Chief Operations Officer / Chief Marketing Officer / Chief Executive Officer** in a global organisation.

Leadership

Gained leadership experience by leading small and big teams as a senior and middle manager. The biggest compliment I have led, as a General Manager, is 48, with four middle managers as direct reports.

Skills

	Expert / Specialist	Advanced	Solid
Soft skills	Self confidence & motivation, Collaboration, Creative thinking, Analytical & lateral thinking, Logical reasoning, Ability to take initiative.	Emotional intelligence, Crisis management, Taking criticism	
Technical skills	Media Planning, Oracle, Telmar, Nielsens, SAP, Microsoft suite	Managing PNL, Budget Planning, Team Leadership and Management, Strategy Development, Sponsorship evaluation and measurement	Market Analysis, Vendor Management and Sourcing, Project Management, PFMA (Public Finance Management Act)

Experience

OoNina Global Holdings | Managing Partner | 2016 - 2018

With two partners, we have developed a holding company that provides communication, design and media solutions to our clients, as these are our core competencies, with the future intention of building a property and investment firm. As a new business, all partners contribute to the entire value chain of the business with my focus being;

- Strategy development and execution
- New business acquisition
- Networking

Snr. Sponsorship & Events Manager | Old Mutual | 2011-2015

Strategy development and execution, leveraged off group sponsorships, generated customer leads, approval of activation plans, managed internal clients, agencies and suppliers, reported on returns on objectives, investment and experience, trained and coached the team

General Manager | SABC3 | 2008-2011

Managed PNL, formulated business strategies, produced executive reports, priced the airtime with the sales team.

Marketing Manager | SABC2 | 2004-2008

Managed the On-air, Publicity and Marketing teams.

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GENDER: FEMALE RACE: BLACK ID NO: 7405180334082

Developed and executed the marketing strategy, allocated and monitored budgets.
Managed the advertising agency and other communication partners.
Managed a department of 25 people with four junior managers as direct reports.

Brand Manager | SABC2 | 2002-2003

Developed marketing plans for the various programmes on the schedule.
Interfaced with advertising agency and other communication partners.
Quality control of the programmes by interacting with production houses to adhere to channel brand intrinsics.

Team consisted of a Brand Assistant and the Publicity Journalist.

Media Strategist | Starcom | 2001

Developed media strategies for various clients and ensured implementation on approval by client. Developed strategies across all mediums.

Media Group Head | HerdBouys McCann-Erickson | 1997-2000

Developed strategies for various clients & trained junior planners. From June to October 1999 I worked at McCann-Erikson New York, because I was awarded the Jean Kummel Scholarship, where I attained global strategy learnings.

Media Planner/Buyer | Grey Advertising | 1995-1997

Worked as a trainee Strategist for 3 months and thereafter moved into the Media Department as a planner/buyer across all mediums.

Education

**MBA | 2016 -
Current | University
of Roehampton UK**

**Leadership
Development
Programme | 2010 |
GIBS**

**Management
Advancement
Programme | 2008 |
Wits Business School**

**Advertising with
Specialization |
1994-1995 | AAA
School of
Advertising**

**Matric | 1993 |
Phuthing (NEST) High
School (Summit
College)**