

Basetsana Julia Kumalo - Curriculum Vitae



PROFILE

- Board & Governance Leader
- Entrepreneur
- CEO
- Chairperson
- TV Producer
- Investor
- Telecoms
- Marketing
- Advertising
- Philanthropist
- Author

VISION

To utilize my extensive business acumen in enhancing shareholder value.

EXECUTIVE SUMMARY

I am a highly astute and experienced Board Leader, Chairperson, CEO, Entrepreneur, Author, Director, TV Producer, Investor and Philanthropist with 28 years' experience. Starting, and leading companies and organisations in diverse sectors.

I am currently the Chairman of the Businesswomen's Association of South Africa, Chairman of the Kuhluka Movement and Co-chair of the Council of Social Justice Champions. I sit on the Boards of the International Women Forum of South Africa (IWFSA), Future Elect and Rhema Church and I am also a member of the Young Global Leader (World Economic Forum).

Previous board roles have involved being Chairperson, Director, Non-Executive Director, and Board Member at Tswelopele Productions, Travel with Flair, PHAB Property Holdings, Basetsana Woman Investment Holdings, Tawana Resources, Lovelife, the Nelson Mandela Institute for Education and Rural Development, Unipalm Holdings, Uzalile Investments and JAM.

I am an established entrepreneur and renowned TV Producer having produced through Connect TV & Tswelopele Productions various TV programs that include - Top Billing, Pasella, Date My Family, Our Perfect Wedding, Diski Divas, Becoming, Pastor wants A wife, Espresso, Afternoon Express, Saving our Marriage, Please Step In, Utatakho, amongst various others.

My entrepreneurial streak is not limited to the TV industry, I have diverse business interests covering Real Estate, Mining, Advertising, Telecoms and Media.

I have strong board governance and leadership competencies having chaired and sat on many boards and committees. In all these roles, I demonstrated solid pedigree in business strategy development, implementation and monitoring having continuously grown businesses on a sustainable basis. I would bring immense investment expertise, a deep understanding of turning vision to a reality, an appreciation of the importance and reinvigoration, a skill of managing and inspiring people around me to step up and believe in their brand.

CURRENT BOARD AND LEADERSHIP ROLES

- Chairperson – ProDirect Pty Ltd
- Chairperson, Kuhluka Movement
- Chairperson, BWASA (Businesswomen’s Association of South Africa)
- Co-Chairperson, Council of Social Justice Champions (Stellenbosch University)
- Council Member – St Cyprians School
- Board Member, IWFSA (International Women Forum of South Africa)
- Board Member, YGL (Young Global Leader: World Economic Forum)
- Board Member, Future Elect
- Board Member, Rhema Church
- Board Member, Michaelhouse School

PAST BOARD AND LEADERSHIP ROLES

- Executive Chairperson, Tswelopele Productions
- Co-founder, Connect TV
- Director, Travel with Flair
- Chairperson, PHAB Property Holdings
- Executive Chairman & CEO, Basetsana Woman Investment Holdings
- Non-Executive Director, Tawana Resources
- Director and Vice Chairman, Lovelife
- Director, Nelson Mandela Institute for Education and Rural Development
- Director, Unipalm Holdings
- Director, Uzalile Investments
- Board Member, JAM
- Member, Young Global Leaders (World Economic Forum)
- Spokesperson, Pampers UNICEF Tetanus campaign.
- Brand Ambassador, Numerous Corporates, and blue-chip companies.
- Former President, Businesswomen’s Association of South Africa.
- Former Global face for Revlon Realistic Hare Care Range
- Miss South Africa 1994 and a first runner up in the Miss World Pageant.

PROFESSIONAL QUALIFICATIONS

- Diploma in Marketing, Damelin College (2002)
- Bachelor of Arts Degree, UNISA (2012)
- Diploma in Executive Education on Global Leadership, Kennedy School of Government, Harvard University (2013)
- Leadership and Decision Making in the 21st Century Program, Yale University (2014)

PROFESSIONAL SKILLS

- Board and Corporate Governance Leadership
- Vision, Strategy, Execution & Leadership
- Business Operations Management
- New Business Development
- Strategic Sales & Marketing Management
- Entrepreneurship
- PR and Communication Management
- Organisational Development
- Change Management
- Corporate Affairs
- Risk Management
- Stakeholder Relationship Management
- TV Production Management
- Financial Management
- Human Resources Management
- Project Management
- Performance Management

AWARDS

- Received in 1994, an honorary scholarship for overseas studies from Nelson Mandela
- Was voted Sunday Times and Elle Magazine (TV Style Award) as the most stylish female magazine/entertainment TV Host in 2002 & 2003
- In 2004 was voted 74th on the list of 100 Greatest South Africans
- Received the Fashion Icon award in 2006 at the Cape Town Fashion Festival
- Was nominated by Femina Magazine as one of the top 10 most glamorous women in South Africa
- Was voted Sunday Times and Elle Magazine (TV Style Award) as the most stylish female magazine / entertainment TV Host
- I am also a recipient of the Annual Rapport/City Press Prestige Award
- Listed as one of the Top Personal Brands, Sunday Times Top Brands Survey (2008)
- In 2011 I was honoured as a Young Global Leader: World Economic Forum, an accolade that is bestowed upon you by Her Majesty, Queen Rania of Jordan
- Mzansi Black Business – For the Support of African Women in Business Empowerment Initiative (2017)
- Gauteng Women Excellence Award (2018) – The Gauteng Provincial Government – Women in Film & Television Category
- Tastic Iconic Women Award – 2021

AUTHOR

Bassie 'My Journey of Hope' – published by Penguin Random House, sold over 15,000 copies to date.

PHILANTHROPY

Together with my husband, we established the Romeo and Basetsana Kumalo Family Foundation, which focuses on the development of child headed households, and children who have been orphaned by the HIV/AIDS pandemic.