

# SIZAKELE MARUTLULLE

SOLVING PROBLEMS THROUGH  
**CREATIVITY + COLLABORATION**

## DR. SIZAKELE MARUTLULLE



For this multi-nationally anchored citizen, intersectional strategist and brand-building expert, creative problem solving is her *raison d'être*.

Sizakele is founder and leader of a Pan-African brand advisory practice, which through intersectional strategy and design thinking, helps leaders build high-influence brands that grow people and companies. These businesses tend to compete, win and prosper. She has delivered success for top corporates, social institutions, governments, as well as many other businesses across various categories and geographies.

Previously, she served as Chief Marketing Officer of Barclays Africa, Chief Executive Officer of Grey South Africa, Chief Operating Officer at SA Tourism as well as Deputy Managing Director at HerdBuoys-McCann. Sizakele has an established record of success forming and leading several Ad Agencies, transforming businesses as well as enterprises at different inflection points.

Her firm's enterprise growth expertise supports women entrepreneurs, and she resultantly invented the term *Fentrepreneur™*, to refer to a special breed of woman entrepreneur who is (in

her estimation) the secret sauce to Africa's future growth. She has designed and deployed an ecosystem to help these business leaders create scalable and bankable enterprises.

She applies the experience amassed across Africa, in the Americas, as well as her working knowledge of Asia and Europe, her unique purview and deep international and continental insights to every assignment and engagement.

She is a frequent world-traveller and highly sought-after key note speaker, published writer and contributor on matters of brand strategy, business architecture, diversity, communications and identity, f/entrepreneurship as well as leadership. When she is not solving for businesses, she invests much time mentoring and coaching the future-wave of female leaders through The Exchange – a mentorship platform that she founded and funds.

Sizakele holds a MA in Communications Sociology and a PhD in Critical Diversity Literacy at the University of the Witwatersrand. She has also completed the Operational Excellence Executive Program at Harvard University, Strategic Management from New School for Social Research (NYC) as well as a Film Production Course from NYU Tisch School of the Arts.

She has served on the Boards of the Rhodes Food Group, Lewis Group and Automobile Association of SA. She currently sits on the Boards of the City Lodge Hotel Group as well as Washirika 3Oaks.

Dr. Marutlulle also lectures on Brand to the MBA cohort at the Gordon Institute of Business Science (GIBS)

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