

SIZAKELE MARUTLULLE

GAIN HIGH INFLUENCE BY DEFYING THE NORMAL

Dr Sizakele Marutlulle has held executive positions since an early age, in a multi- sector and global career. She has worked across various geographies including Pan-Africa, Asia, Europe and The Americas.

She is founder and CEO of a pan-African strategy and advisory practice that advocates for *Humancentric Creativism – using creativity to place humans at the centre of everything*. Dr Marutlulle is a highly-sought and respected advisor to leaders, who seek her counsel on how to design inclusive futures and build high-influence brands as these inspire humans, grow profit and transform society. By locating her practice at the confluence of commerce, creativity and culture, she unearths insights and innovations which aid the competitiveness and distinctiveness of her clients.

Prior to establishing her eponymous practice (www.sizakelemarutlulle.com), she occupied executive positions in the Advertising and Corporate sectors. These range from Deputy-Managing Director at the historic HerdBouys-McCann, Chief Operations Officer at South African Tourism (South Africa's Destination Marketing Organisation), restoring Grey Advertising South Africa to growth as CEO and eventually as Head Of Marketing at Barclays Africa where she was responsible for 12 Pan-African markets. She led the re-framing of the brand, culminating in the architecture of 'Prosper' - a successful repositioning and award-winning marketing campaign that generated reputational and commercial success for the bank, growing its competitiveness in the financial services sector. She also served on the Barclays Plc. Global Leadership team.

In addition to guiding leaders and their teams to sustainable success, Dr. Marutlulle is in high demand on the global speaking circuit – on the subjects of future readiness, creative excellence, business reform, entrepreneurship, women in leadership, as well as diversity and inclusivity. She has graced stages from Creative Mornings, Design Indaba, African Marketplace Show, Branding Conference in South Africa to Miami, USA upon invitation by Ms. Debra Lee (past-Chair of BET International), to Oxford University at the invitation of the social-force that is Business Fights Poverty, and per invitation from Standard Chartered UK as part of their Future-Makers initiative, and many more.

A deep commitment to female entrepreneurship led her to coin and trademark the term Fentrepreneur™ - which addresses a special breed of female entrepreneur with unique skills, stickiness and experience. Through a mixture of bootcamps, workshops, coaching, talks and other immersive programmes she cocreates enterprises that are scalable, bankable and sustainable. In this realm, she has worked as far as Nigeria, Rwanda, Gabon, UK, as well as Jamaica, where in 2022, as per invitation by the UN Women Office in the Caribbean, she addressed a multi-cultural and multi-sectoral audience on personal, interpersonal and business mastery skills.