



**Thebe Ikalafeng** is a trailblazing Hall of Fame global African branding authority and THE leading advocate for a brand-led African renaissance. He has been recognized as one of the 100 Most Influential Africans by New African Magazine, 100 Most Reputable Africans by Reputation International and 100 Most Influential Creative People of African Descent. Since being awarded a Marquette University American Marketing Association for marketing excellence upon graduation in 1992 in the United States of America, he has made a sustained, distinguished and consequential contribution to branding and in reframing the African narrative for over 30 years. He is the founder of The Brand Leadership Group, a multi-disciplinary advisory group at the intersection of strategy, creativity and intellectual property law; the founder of the independent non-profit Brand Africa movement for a brand-led African renaissance and 'Brand Africa 100: Africa's Best Brands' initiative which is widely referenced as the definitive barometer of brands in Africa. A respected executive and director, he has served on diverse private and public sector boards for over 25 years, including Mercantile Bank (15 years), South African Tourism (10 years), World Wide Fund for Nature (WWF) (10 years) and Foodcorp (3 years). He is a member of the Sol Plaatje University council, PSI board and WWF Nedbank Green Trust. He has received Lifetime Achievement awards by Financial Mail AdFocus and the Public Relations Institute of Southern Africa; an EMY Africa Special Recognition Award in Ghana for driving a brand-led African agenda. He has been to every country in Africa and every continent in the world, and the Arctic in Greenland to Antarctica; trekked the rare silverback gorillas on the Virunga mountains in Rwanda and Uganda; summited Mt. Kilimanjaro (Tanzania), Mt. Sinai (Egypt) and Mt. Elbrus (Russia), and jumped the 216m high Bloukrans Bridge bungee in South Africa, among his many breath-taking adventures to over 120 destinations globally. He is the best-selling author of "The Traveller: Crossing Borders and Connecting Africa," a reflection on his journey across Africa and the world, building brands and inspiring a better Africa. Born and raised in Kimberly, South Africa, he was educated in the USA, Italy and South Africa. He holds BSc Business Administration, MBA and LL.M (Intellectual Property Law) degrees. In 2024 the University of Johannesburg and University of South Africa conferred him with honorary doctoral degrees, PhD (Honoris Causa), for exceptional contributions to branding in Africa. A consummate pan-African, "Thebe is Africa," (TedxGhana) and 'the foremost branding authority in Africa,' (African Business). [www.ikalafeng.africa](http://www.ikalafeng.africa)

