

KIM THIPE – MARKETING ASSOCIATION OF SOUTH AFRICA



Kim Thipe serves as Non-Executive Director at African Media Entertainment (AME), a JSE listed broadcast media group with brands such as Radio Algoa, OFM, United Stations, MediaHeads and Moneyweb. She is an impact communicator for change and Director of Masimanyane Woman's Rights International, an NGO that aims to advance women's rights and gender equality in society. She is also a Media & Marketing Strategist for the Centre for Analytics and Behavioural Change (CABC), an NPO and cutting-edge digital think tank devoted to tracking and countering online mis and disinformation that threaten social cohesion and sustainability.

With more than 20 years of media and marketing experience, Kim started her career in the entertainment industry and has continued in the marketing & media profession across a range of industry disciplines where she has held various marketing leadership positions (FNB, YFM, MNET & Nu Metro) and former Chief Marketing Officer (CMO) of South African Airways (SAA).

In 2016, she was named an Honoree of the Marketing Hall of Femme, an annual International Women to Watch Award. She has been a Chartered Marketer (CMSA) for over a decade and is currently the Vice Chairwoman of the Marketing Association of South Africa (MASA). She currently serves on the Alumni Board of the Graduate School of Business at the University of Cape Town. She also holds a BA from Simmons University and EMBA from the Graduate School of Business at the University of Cape Town.