



## **MATHE OKABA PROFILE**

### **CEO – ASSOCIATION FOR COMMUNICATION AND ADVERTISING**

Mathe is a consummate business professional and entrepreneur with over 23 years' experience spanning the advertising, media, sponsorship and events industries. With a passion for strategy, planning and project management, she has built a solid reputation as a successful leader and team player.

She started off her career in advertising and progressed into media, where she spent a number of years at the SABC, eventually taking on the role of General Manager at SABC 3, the broadcasters' flagship station.

Looking to spread her wings, Mathe moved into the financial services industry as a senior Sponsorships and Events Manager, prior to exploring her entrepreneurial abilities with the launch of a holding company that provided communication, design and media solutions to clients. It was here that she focused on her core abilities of strategy development and execution and new business acquisition.

As a cancer survivor she is highly committed to the education of the disenfranchised women about self-care and nourishment throughout their battle with this dreaded disease.

Within the industry, growth as a whole is paramount to Mathe, thus encouraging and driving the involvement of smaller industry players and advertising professionals at the "adults' table" is a critical and personal deliverable in her role as ACA CEO.

Mathe is currently studying toward her Masters in Business Administration (MBA) at the University of Roehampton in the UK, holds a qualification in Advertising from the AAA School of Advertising, a Certificate in Management Advancement Programme from WITS and a Certificate in Leadership Development Programme from GIBS.