



# SECHABA MOTSIELOA

Cultural Architect | Consummate Marketer



Chairman - The Da Vinci Institute Council  
 Co-founder and Partner – Kansy Group  
 Co-founder – Empowamen  
 Chartered Marketer (CMSA) 13049

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Sechaba is a teacher, a trusted advisor and a thinker. As a cultural architect, he works with leaders and organisations to reorient their thinking for the 21st Century. He is a consummate marketer that helps businesses to develop their own more effective and impactful 'marketing way'. He is passionate about photography as a passion and as a powerful metaphor for problem probing. Sechaba believes in the unity of humanity and is grounded by a Oneness approach to life.

In an illustrious corporate career spanning more than 20 years, Sechaba has used his gifts in the various leadership roles at Stellenbosch Farmers Wineries, South African Breweries, Kimberly Clark, McDonald's SA, the Da Vinci Institute, Magna Carta and the Lurco Group. He is currently a leadership and marketing consultant for public and private organisations within the sectors of the South African economy.

## Leadership positions

Chairman of Council – The Da Vinci Institute (October 2012-Present)  
 Chairman of the Council of Management – Michael Mount Waldorf School (February 2021-Present)  
 Chairman – Marketing Association of South Africa ( Aug 2012- Sep 2014 ; Jul 2016 – Nov 2019)  
 Board Member- Professional Designations Board (2018 – Present)  
 Guarantor of the Audit Bureau of Circulation of SA (ABC) (2017- present)

## CAREER CHRONOLOGY

Consulting	Lurco Group	Magna Carta	McDonald's South Africa	Kimberly Clark	South African Breweries	Stellenbosch Farmers Winery
2018 – Present	Oct 2017 – June 2018	Sep 2016 – Aug 2017	Jan 2004 – Aug 2016	Jan 2003 – Dec 2003	Sep 2000 – Dec 2002	Jan 1997 – Aug 2000
<ul style="list-style-type: none"> <li>Arch 8 Global</li> <li>Empowaworx</li> <li>First Stop Express</li> <li>Kansy Group</li> </ul>	<ul style="list-style-type: none"> <li>Acting CEO</li> <li>Vice President- Corporate Affairs</li> <li>Managing Director- Lurco Foundation</li> </ul>	CEO	<ul style="list-style-type: none"> <li>Corporate Affairs Director</li> <li>Corporate Affairs &amp; HR Director</li> <li>Marketing and Communications Director</li> <li>Marketing Manager</li> </ul>	<ul style="list-style-type: none"> <li>Brand Manager: Exports</li> </ul>	<ul style="list-style-type: none"> <li>Brand Manager</li> </ul>	<ul style="list-style-type: none"> <li>Brand Manager</li> <li>Assistant Brand Manager</li> <li>Management Trainee</li> </ul>

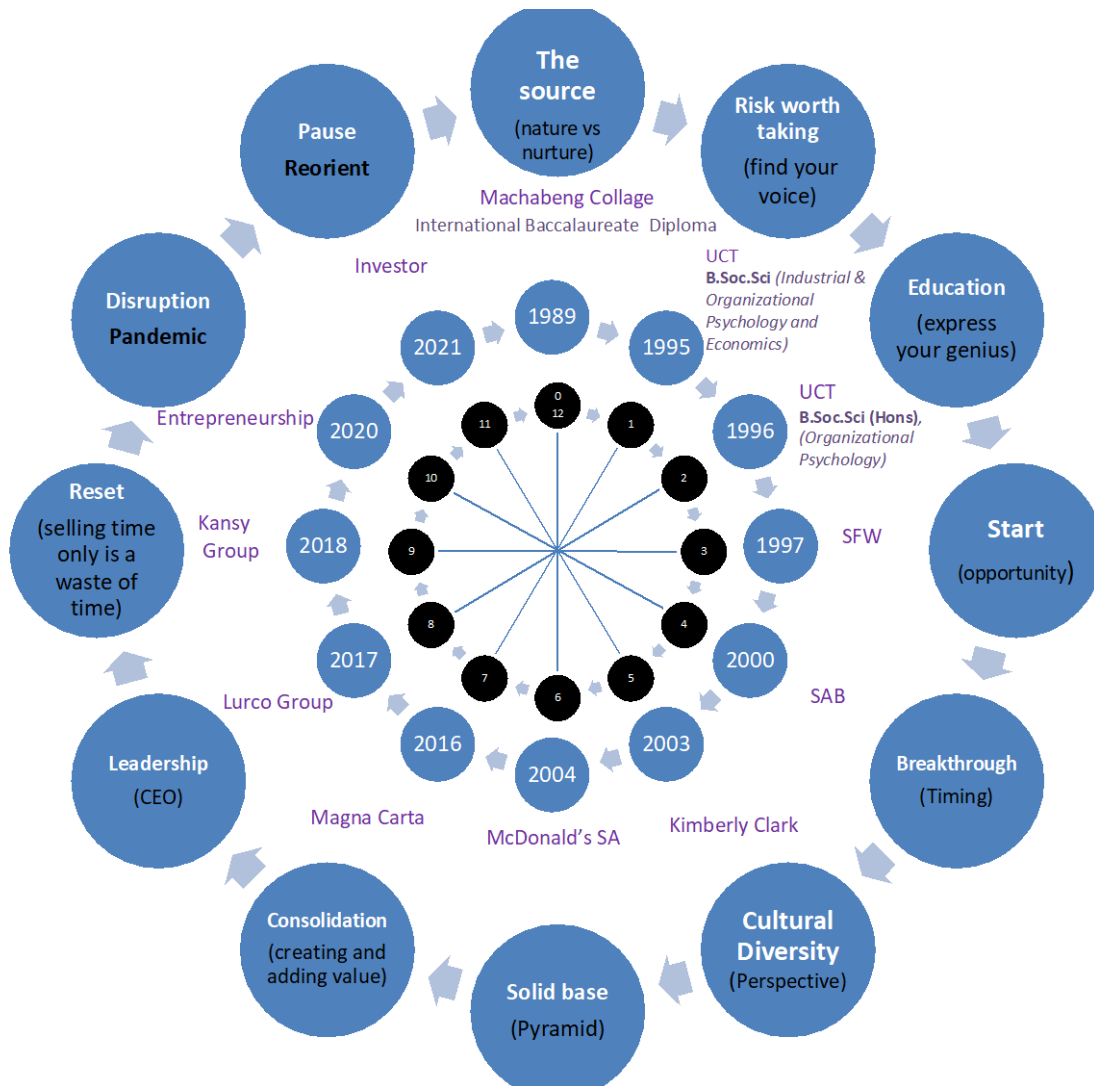
## RECOMMENDATION

*“Sechaba possess quite an amazing ability to inspire and assist in unlocking our innate talent and abilities. His original thinking is breathtaking and propels quite a proud depth in seeking sustainable solutions”.* **Mandu Mamatela (Executive: Corporate Strategy, NHFC)**

*“Sechaba is a seasoned Marketer that understands the bigger picture when it comes to marketing and branding or any campaign management for that matter. He is able to grow ideas no matter where they come from...and has an ability to connect them to the overarching business strategy!”* **Nicholas Maweni (Chairperson at Amnesty International)**



# CAREER INSIGHTS



# INTERESTS

	<b>Reading</b>	
<b>Photography</b>		<b>walking</b>
	<b>Dialoguing</b>	
<b>Neuroscience</b>		<b>Travel</b>
	<b>Culture</b>	