



## PROFILE

**CHIEF EXECUTIVE OFFICER • DITSHEGO MEDIA • SANDTON**

**PRESIDENT • PUBLIC RELATIONS INSTITUTE OF SOUTHERN AFRICA • BRYANSTON**



Mr Tebogo Ditshego is the Chief Executive Officer of Ditshego Media, and the President of the Public Relations Institute of Southern Africa (PRISA). Tebogo Ditshego founded Public Relations and Marketing consultancy Ditshego Media in 2011 and three years later in February 2014, he was listed as one of Forbes Magazine's top 30 African entrepreneurs under the age of 30. In the same year he was selected to participate in US President Barack Obama's flagship programme the Mandela Washington Fellowship for Young African Leaders. He was

In 2015, Tebogo Ditshego was listed as one of Fast Company Magazine's most creative South Africans in business. Subsequently, in 2016 he wrote and published the bestselling African fiction book "Kasi Nerd" and was awarded the Nestlife Assurance Young Entrepreneur of the Year at the BBQ Magazine Awards.

In 2017, Tebogo Ditshego was selected by the Austrian Government to participate in the Head of State's flagship initiative, the Austrian Leadership Programme for International Business Leaders which provided Tebogo with exposure to the secrets behind the success of some of Austria's top businesses.

The Premier of Gauteng, Mr David Makhura appointed Tebogo Ditshego as the Chairperson of the Gauteng Premier's Service Excellence Awards in 2019 and 2020. In 2021, Tebogo Ditshego was appointed to serve on the academic advisory committee at the Tshwane University of Technology's Department Strategic Communication.

Tebogo Ditshego holds an Honours Degree in Communication, is an accredited Chartered Public Relations Practitioner and is currently studying towards his MBA at GIBS Business School.



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