



**Veli Ngubane**  
**Group Managing Director Avatar South Africa**  
**IAB South Africa Transformation Council Chair**

Veli Ngubane is a formidable and engaged leader in our industry, championing transformation through diversity and actioning transformation on behalf of the IAB South Africa.

Veli was nominated on to the IAB SA Transformation Council in 2018, and was then nominated as the IAB South Africa Transformation Council lead in January 2020:  
[https://www.iabsa.net/pages/iab\\_councils/](https://www.iabsa.net/pages/iab_councils/); <https://www.blackagencies.co.za/iab-sa-appoints-transformation-council-head/>; <http://www.marklives.com/radar/iab-sa-appoints-transformation-council-head/>

Veli also spearheaded the IAB SA Front Row programme in March 2020:  
<https://www.bizcommunity.com/Article/196/16/201461.html> to create access and value for black creative students under the age of 24 and is an active mentor to the IAB SA Youth Action council under the leadership of Luzuko Tena:  
<https://www.bizcommunity.com/Article/196/423/205141.html>

Veli has also served our industry on judging panels for multiple awards programmes, including the IAB Bookmark Awards, and IAB endorsed Loeries awards programme.

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