

Speaker Profile

SAIGA
Developing Ethical Public Sector Professionals

Kabelo Ncholo is the founder and Chief Executive Officer of Yourself Management, a through-the-line marketing agency specialising in the African Market. He formed the agency in 2004 with a R350.00 tip he earned as a waiter. Today, Yourself Management has grown into a team of over 300 employees operating throughout the Southern African Development Community (SADC) region with a Head Office in Johannesburg and regional offices in Cape Town, Durban, Namibia and Zambia. His agency runs an average of 50 campaigns annually and prides itself on being the preferred supplier for some reputable blue chip companies—such as Tiger Brands, Nestle, Platco Digital (eTV), Diageo, Godrej, SABC, Microsoft among others.

He completed his business studies with Henley Business School. His expertise are on strategic management, marketing communication, and project management. He is focusing on expanding his agency presence in Africa, which is the main reason behind the opening of the Namibian and Zambian offices, with Nigeria to follow. He sees a great opportunity to leverage on the expansion of African operation. He has invested resources and time into understanding the market trends in African countries.

He believes he is doing so to be able to position his partners (clients) accordingly within this emerging market that is full of opportunities, especially for fast moving consumer goods (FMCG), information and communication technology and banking firms. He is a present Global Entrepreneur ambassador, face of Telkom business, Addidas Influencer and a public speaker specializing in topics such as motivational, entrepreneurshi-



He has been a key note speaker at different conferences and seminars such as; Marketing Indaba, Marketing Advertising Design conference (MADEX), Mall Indaba SMME Opportunity Roadshow, Global Entrepreneurship week, and Tomorrows Leaders Convention to mention few.

“When I started my company at the age of 19, I only wanted to survive - pay my rent, send some money to my home and buy clothes. Little did I know that the same company I started with a tip I got while working as a waiter would change my life and the life of other 300 families, become the key player in the marketing industry. There is a Somali proverb that goes by; Wisdom does not come over night and i defiantly agree with it. With 14 years of history in the business Yourself Management has grown from being an underdog to become one of the competitors within the main or African market.”