

ZINZILE LUTHULI - CURRICULUM VITAE

EXPERIENCE

University of Pretoria Convocation Advisory Board, Vice President - 2024 to Present

- Supports alumni engagement and institutional advancement efforts.

Women Building our Africa Financial Services Primary Co-operative, Chief Information Officer - 2024 to Present

- Leading tech strategy, IT infrastructure, cybersecurity, and marketing initiatives.

Direct Marketing Association of South Africa (DMASA), Chairman - 2020 to Present

- Led COVID-19 strategy pivot and submitted POPIA-aligned industry code.

GIBS Alumni Business Club, Vice Chairman - 2023 to Present

- Supports entrepreneur incubation and new business ideation strategies.

Z Koncepts, Founder and Owner - 2014 to Present

- Provides strategic consulting, digital marketing, and academic research support.

Spitfire Inbound/Barloworld Equipment, Head of Customer Success - 2022

- Conducted MarTech stack audits, established and trained a capable service delivery team.

AA of South Africa, IT Manager - 2018 to 2021; Digital Marketing Manager 2016 - 2018

- Managed digital platforms and improved customer service delivery.

Sugar.insure (GENRIC Insurance), Chief Digital Officer - 2018 to 2019

- Delivered seamless customer technology for a new short-term insurance company.

Unilever, Digital Manager - 2011 to 2014

- Advanced e-commerce, digital innovation, and internal capability.

EDUCATION

Completed

International Executive Development Programme in Development Finance (2024-2025) | GIBS

IWFSA Executive Leadership Development | Young Leaders Connect IDEAL (2024)

MBA, PGDip | GIBS Business School (2022, 2021)

SKILLS

- Leadership - team management, mentorship and board governance
- Digital Marketing - strategy development, campaign management and digital transformation
- Customer Success - customer experience and digital applications
- Entrepreneurship - business development, startup growth and innovation
- Strategy Formulation - strategic planning, execution and adaptation

CERTIFICATIONS

- From compliance to culture: A psychological safety framework for inclusion
- Increase visibility to advance your career
- Teamwork Essentials: Stand out as a valuable team member
- Nano tips to boost productivity with Shadé Zahrai
- Community development project
- Cisco CCNP

HONOURS & VOLUNTARY WORK

- Deputy President, UP Convocation Advisory Board (2024 to 2028)
- Voice of the New Era of Leaders Award (2024) - awarded by the City of Austria, Vienna
- UP Mentorship Programme - mentor and coach
- Committees of Customer Experience SA (CXSA) Board Committee Member
- Former House Committee Member, House Azalea Residence, University of Pretoria