

ZINZILE LUTHULI

QUALIFICATIONS

UNIVERSITY OF PRETORIA, GIBS MBA, GENERAL MANAGEMENT & DIGITAL BUSINESS (2022)

UNIVERSITY OF PRETORIA, GIBS POSTGRADUATE DIPLOMA IN GENERAL MANAGEMENT (2021)

UNIVERSITY OF PRETORIA, BACHELOR OF SCIENCE, COMPUTER AND INFORMATION SCIENCES AND SUPPORT SERVICES (2007)

EXPERIENCE

Women Building our Africa - Financial Services Primary Co-operative (FSPC)

Non-Executive Board Member July 2023 - Present

CBDA is a schedule 3A entity with the aim to promote and advance the social and economic welfare of all South Africans by enhancing access to banking services under sustainable conditions.

Their vision is to facilitate financial inclusion and economic transformation while ensuring a sustainable cooperative banking sector that empowers communities. I get to participate in the definition of the CBI's mission, vision, and values, as well as the formation of organisational policies that are consistent with the development objectives and mission.

Policy and plan revision in response to changing environmental conditions (socio/geopolitical). Maintaining institutional reputation by maintaining compliance with laws, rules, and codes of conduct.

GIBS Alumni Business Club Vice

Chairman: New Business Ideas May 2023 - Present

The GIBS Alumni Business Club (GIBS ABC) was founded to assist GIBS/UP alumni entrepreneurs and business owners. Its fundamental goal is to provide non-financial support and possibilities for growth through connecting with a network of like-minded entrepreneurs and business leaders.

The portfolio VC: New Business Ideas was established to assist aspiring entrepreneurs to take the first step towards making their business ideas a reality. Collaboration with GIBS/UP Alumni on concept development, which includes creativity, brainstorming, and approaching problems from several angles.

Z Koncepts T/A Z Concepts (Start-up)

Founder & Owner August 2014 - Present

I have productised my skills and professional network to deliver professional services as a management consultant. The services I offer include corporate strategy, digital marketing, project leadership, career coaching and systems development services.

I personally service clients when the scope of the project is within my capacity and capabilities. For larger contracts/projects I collaborate with my colleagues.

Through this network I have access to top talent whom I contract with to support Z Koncepts' Clients. Between 2014 and 2016, we successfully conceived and delivered successful digital brand strategies in five small to medium enterprises in the hospitality sector.

Spitfire Inbound (Contract)

Barloworld Equipment: Head of Customer Success
June – November 2022

Was contracted to service Barloworld Equipment by helping the brand, IT, and product teams tackle the disparate systems conundrum. This was done through the MarTech stack architectural audits, and user journey mapping.

At the end of the contract I had successfully set-up and trained a capable digital service delivery team.

Chief Digital Officer (CDO) (Z Concepts Contract)

October 2018 - November 2019

One of the founding members of a short-term insurance start-up, Sugar.insure - underwritten by GENRIC insurance. Sugar.insure is one of the first insurers that provides cover for previously uninsured dwellings deemed as high risk.

SMME Financial Assistance Fund (NPO)

Non-Executive Director February

2019 – Present

A Non-Executive Director (NED) of a platform business that hosts small to medium enterprise businesses without digital capability and assets to leverage shared skills and resources, all the while enjoying the online exposure.

Direct Marketing Association of South Africa (NPC)

Chairman of the Board September 2020 - Present

The Direct Marketing Association of South Africa (DMASA) is a Section 21 Company and self-regulatory organization empowered by law to ensure that direct marketers adhere to a strict code of practice, and to protect the rights of consumers when buying from direct marketing organizations.

After the former chairman unexpectedly resigned at the height of the pandemic, the board elected me as their new chairman. In order to closely support the CEO, the revised strategy and implementation plans were underway along with more frequent special board meetings. The board's attempts to keep the balance sheet positive and to service debt were successful. The industry code of conduct was submitted by the DMASA to the information regulator after two years of arduous work, teamwork, and consultation following the passage of POPIA. This accomplishment was under my supervision

Non-Executive Director

March 2018 - September 2020

Johannesburg Metropolitan Area Two years prior to the epidemic and throughout, worked as a Non-Executive Director. A key player in the organisation's restructuring, strategy adaptation, and execution plans to take into account shifting market conditions. Assisted the board and management team continue to have a healthy balance sheet. Supported the team in their efforts to recruit board members from previously disadvantaged groups, for a decent representation of South African demographics.

The Automobile Association of South Africa (NPC)

IT Manager: Service Delivery Web & Mobile Applications

October 2020 - August 2021

The goal of this function, which was a revamp of the CX and Digital Applications role, was to ensure that all applications that were commissioned were dependable and could maintain an availability of 99% or higher. The company would benefit from cost savings and faster response and service times if the digital assets and services were reliable.

IT Manager: Customer Experience & Digital Applications

June 2018 - September 2020

The mandate was to ensure that the systems and journeys oblige. I led the development of systems in line with customer expectations and made sure that the brand spoke in a tone acceptable to and resonant with them. I had to ensure that the digital applications evolved at pace and striving to keep up with what is meaningful to them at every given time. This was to help the organisation to add/optimize their solutions and tailor them to the true customer needs.

Looked after a CX team of technical first line support agents, took on eight interns in addition to the four agents. Had dotted

line reports made up of software developers, business analysts, and QA testers.

In this capacity, I saw more failed and terminated projects than in any other role I had ever held; nonetheless, the failures helped us grow as individuals and teams, and project evaluations and delivery improved as a result. There were a few successful but glitchy ones as well, but the faults were resolved quickly without interfering with company operations while still meeting the target and budget. Among the triumphs that resulted from the learnings were the automation of the sales, lead generation, resource dispatch/panic, and procurement processes.

Digital Marketing Manager

September 2016 - June 2018

Tasked with driving the digital agenda within the organisation and the realisation of the digital strategy through special projects. I led the programmes for the development, and optimisation of the digital platforms. Worked with a team of three marketing coordinators - two of whom were dotted line reports. Delivered a modernised responsive website with integration of sales and contact forms into the CRM, consolidated into one brand website, as well as launched a new mobile application which was built on a low-code platform (which made market testing easier, cheaper, and faster). Collaborated with specialist agencies to help drive digital sales and service requests in order to save call centre fees.

The new app and website improved online sales and panic requests. However, the growth in app downloads and utilisation were slow due to the demographics of the business's membership base. An educational campaign was launched to counter the trend; and that improved the app downloads and utilisation.

BeCaleb+ (Z Concepts Contract)

Programme Manager

July 2016 - November 2016

Subcontracted to oversee project teams, streamline project operations and nurture the project talent. ABSA was the key client but serviced under the agency team.

Moo Digital (PTY) LTD (Z Concepts Contract)

Production: Resource Management

August 2015 - November 2016

Functioned as a scrum master and PMO for the entire agency and their client base. Their staff complement was all dotted line reports into MNet (Contract)

Team Lead: Catch-Up Operations

March 2014 - August 2014

The Multichoice Group sources outstanding material from across the world and secures the rights to it as Africa's top entertainment firm. They use their Direct To Home (DTH), Digital Terrestrial Television (DTT), and internet video entertainment services to deliver their services.

Their entertainment platforms, DSTv, GOtv, and Showmax, serve about 14 million users in 50 different countries. DSTv is the platform through which they deliver their Catch-Up service.

Was appointed for the management and coordination of all digital Catch-Up/Video-on-Demand (VoD) activities for MNet and other channels. In charge of making sure that a quarterly content selection plan was authorized three months in advance for all Catch-up services in Southern Africa and the rest of Africa (RoA); across all platforms and devices. Looked after a team of coordinators and consultants in charge of processing, scheduling, and performing quality control on the content and its corresponding documentation.

Partnered with the legal team to handle content rights across the correct windows (license periods), devices, and platforms. It was essential to control how all selected Catch-up content was scheduled within the constraints of the contracts (both macro and micro scheduling).

The procedure for buying, processing, and providing correct, high-quality content to all catch-up services was under my care. Content quality, accuracy, and timeliness were the key success indicators for our team. Was the main point of contact between the Catch-Up (VoD) content team and Multichoice Group stakeholders of interest.

Unilever

Country Digital Manager
November 2011 - January 2014 (2 years 3 months)

Fast Moving Consumer Goods (FMCG) industry leader Unilever South Africa (ULSA) wanted to be pioneering in digital adoption and innovation, but in order to do this, a dedicated business manager had to be appointed to advance the course.

Appointed as the first person to occupy the role at ULSA. The local interpretation, localisation, customisation, and implementation planning of the Unilever global digital strategy involved strategy development work. Delivered on the same, and the adaptations (in collaboration with the channel strategy team) based on the goals of each category and its brands. Internal and external stakeholder management was crucial to the strategy's success. Played an advisory role to the brand teams on how they could take advantage of opportunities in the digital sphere across the entire business.

Capability building was one of the main focal areas for my work because digital was still in its infancy in this country. Worked with global digital platform owners and their local representatives through the global partnership program to upskill the brand teams. During my employment, the brand team moved from novice to experienced status in digital marketing. The "turbocharging digital by 2015" strategy was on target to spend 35% of total media budget on digital media when at the end of my tenure, and it had begun to report a percentage of sales that could be attributed to the channel. The ten flagship brands all had always-on campaigns running (covering paid, owned, and earned mediums) and dedicated digital agencies of record. The brand teams' opposition to spend on the new media had also diminished

Led a number of special projects; among them, the introduction of e-commerce, e-tailing and the Unilever deals program were the three that I successfully completed and were mostly anticipated to start showing value in the medium-to-long term. There were some of those initiatives that were botched and had to be terminated; and there were others that went ahead but did not produce the desired results.

Praekelt.com

Digital Account Manager
April 2006 - October 2011 (5 years 7 months)
While still subcontracted to Vodacom SA, the portfolio grew and took on more clients and was promoted into a Digital Accounts Manager.
The first and only female to work as a first-line technical support agent for the inaugural Mobile TV service in Africa (subcontracted to Vodacom South Africa).

AIDC

Balanced Scorecard Process Driver and Ops Assistant
April 2006 - January 2008

Association for Autism

Assistant IT Administrator
May 2005 - December 2005