

CV DR TENDAI MHIZHA

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Dainfern Valley, Johannesburg, 2191,
SA

Strategist, Business Leader, Research, Marketing, Media & communication Specialist, Public Speaker, Lecturer. Global Citizen - born 1968, Ndola, Zambia, Zimbabwean National, Permanent Resident of South Africa - - Currently resident in Mauritius

Tendai spent her early years traveling and was educated in 6 different countries. She holds a PhD in Philosophy and Business Science which presented the largest Pan African quantitative research project covering 14 countries with 52,000 interviews. Through her thesis she developed the Sub-Saharan Living Standard Measure as a surrogate for income as well as a market potential evaluation tool.

She also holds a Masters in Strategic Management and has 26 years experience in Pan-African Business Strategy and Leadership, Multi-National Project Management, Media and Communications as well as Market Research. She has worked for The Edgars group in Zimbabwe, Research International and Wella in Johannesburg and Cape Town respectively. Tendai was the CEO of Research International Southern Africa (Member of the WPP group), managing the businesses in Zimbabwe, Malawi, Zambia, Mozambique, Botswana, Nigeria and Angola from 1998 to 2004.

She was the first woman receive the Zimbabwean Entrepreneur of the year award for her Leadership of this company with 2500 staff. In 2004, she took up the post of Pan Africa Director for Research International World Wide based in Johannesburg and London. In this role she managed 53 countries and spearheaded the harmonisation of their strategy, operations, research offer, marketing and communications across the African continent. She then transferred to a sister WPP company Enterprise IG (Now SuperUnion) as Strategy Director for Africa and Middle East in October 2006. She was a member of the board of each of these companies.

In 2009 Tendai started her own small Pan African integrated strategy, marketing and branding company namely, Integra Africa, offering strategic solutions with Africa at heart and specialising in organisational strategy and culture change through a trademarked product called TRRibe. She works as a consultant within organisations and has a wide range of

experience. She was the the Senior Advisor for Strategy and Communication for the African Media Initiative from it's inception for 6 years and also a founder and the Director of the annual African Media Leaders Forum, a key African initiative to advance media development, started in 2008. Tendai is an adjunct Faculty member of The Gordon Institute of Business Science (University of Pretoria) SA and the University of Derby, UK. She was recently the MD of Insight Publicis Nigeria and is currently the CEO of AllAfrica Global Media in Mauritius. Dr Mhizha has worked in one way or another with most multinational organisations including Public Utility organisations such as Kenya Power and Eskom, Financial Institutions including several Nigerian and South African Banks, FMCG MNCs Media houses and Telcos in Africa and across the globe.

She is an inspirational leader and an avid public speaker with an infectious passion for people and the rapid development of the African continent.



Qualifications, Education, Achievements and outlook

Qualifications

Harare Polytechnic

HND Business Studies

The London Chamber of Commerce

Third Level Diploma in Marketing

United Nations Empretec Program

Entrepreneurship Diploma

University of Stellenbosch

Graduate School of Business

Management Development Program

University of Derby, United Kingdom

MSc Strategic Management

(with distinction and best student prize)

Courses – Strategic Marketing, Strategic Management, Strategic Modelling and Planning, Strategic Information Management, International Strategic Marketing, Finance and Accounting, Strategic Marketing Communications. Dissertation – The validation of Living Standard Measures for Zimbabwe.

University of Derby, United Kingdom

PhD in Philosophy and Business Science

The development and validation of a uniform Sub-Saharan African Living Standard, Affluence and Market Potential Measurement tool. “Comparing apples with apples”

Reference: Amadou Mahtar Ba

Founder AllAfrica global Media

amaba@allafrica.com

Early Education

Apapa Junior School – Lagos , Nigeria

Bangkok Patena School – Bangkok, Thailand

Hill View Primary School – Limbe, Malawi

Saint Andrews Expatriate Secondary School-Blantyre, Malawi

Vainona High School - Harare, Zimbabwe

Oriel Girls High School - Harare, Zimbabwe.

- also attended school in London, England and Manila, Philippines

Major achievements

2004 Winner of the Management Excellence Award for Zimbabwe -

Zimbabwe Institute of Management

2004 Entrepreneur of the Year Zimbabwe

2006 Awarded the the PAMRO Achiever of the year award for furthering the aims of Research in Africa

Languages

English, Shona, some French vocabulary

Core Strengths and Business Ethos

Boundless Strategic thinking and inspirational leadership. Tenacity and discipline in implementation, follow through and always calm under pressure!! Tendai believes that nothing is impossible if you have true passion and respect for what you do, communicate effectively and work as one synergistic team, towards clear goals with shared values and an inspiring vision.

Favourite quote

*“The aim is to win without fighting
Such is the art of war.”*

Favourite notion

“Africans are not poor, we just don’t have as much money. What we need is enterprise, not aid. One needs an open and fertile mind to explore such a fertile land as Mother Africa”

