

Bongani Mgayi

Director and Principal Consultant, Welamaza Consultancy

Professional Experience

- Consulting Marketing Executive, Zimele Technologies (April 2022-Present): advising and leading the company's marketing communications to clients throughout South Africa, Botswana, Namibia, Eswatini, and parts of Southern Africa
- Part-time Lecturer in Marketing and Communications, Stellenbosch University Business School (June 2021-Present): presenting classes in diverse settings including Stellenbosch, Tygervally, Cape Town (UCT), Aliwal North and Springbok
- Principal Consultant and Social Facilitator, Welamaza Consultancy (2004-Present) with projects undertaken for clients in the Western Cape, Eastern Cape, Gauteng, Northwest, and Mpumalanga; including Power Construction, Haw & Inglis, WBHO, Martin & East, Abbeydale, The Construction Co, Atuba Construction, InSitu Construction, Capidek, among others.
- Director: Marketing and Stakeholder Relations, Power Construction (February 2013-February 2018)
- Account Manager, Orrey Rightford Dreysdale Advertising (2004): launching FMCG products used daily by South Africans
- Sales Manager, Old Mutual (2003): selling and managing a team of financial advisers selling to professionals from all walks of life
- Management Associate, Schering-Plough Pharmaceuticals (2001-2002): conducting business development and sales to medical practitioners in Krugersdorp, Potchefstroom, Lichtenburg, Mafikeng, Zeerust, Pretoria West, and surrounds.

Key Skills and Expertise

- Stakeholder relations and social facilitation
- Conflict mediation and negotiation
- Community engagement and development
- Public Participation Facilitation
- Workshop facilitation and leading large group discussions, including public speaking
- Report writing and crisis communication and producing media releases or public statements
- Marketing and communications strategy
- Campaign project management and coordination
- Leadership and people management

Education

- MBA, University of Stellenbosch (2015-2017 – coursework only)
- BA, University of the Western Cape (1999)

Published Works

- Various articles and columns in Agenda Magazine, Wild Magazine, Liberty Magazine, City Vision, and Gateway News among others
- Various lectures and presentations at universities, conferences and workshops
- Writing works completed in English, Afrikaans and isiXhosa, including translation from one language to the others

Community Involvement

- Pro-bono consulting for community and faith-based organisations
- Public speaker and MC for various events and workshops
- Mentor and counsellor for youth, entrepreneurs, and up-and-coming managers
- Serving on boards or as advisor to NPOs, and community-based organisations