



Women in Marketing AND COMMUNICATIONS



**MEMORY
NDORO
MANDIYA**



**THE MARKETING EXPERT
WITH A HANDS-ON APPROACH**



MEET

**TARIRO
MUCHENA**

**The Inspiring Woman Behind
Econet Wireless' Success**

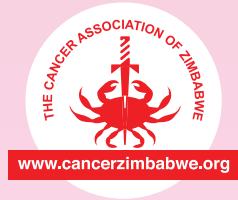


**ROSELYN
CHISVETO**

**A telecommunications
Leader in Marketing
and PR**



**THE
TRAILBLAZING
JOURNEY OF
JULIET
ZISWA**



Together, We Rise Above Breast Cancer



This October, we celebrate the strength of sisterhood: survivors, fighters and supporters.

Join us in spreading awareness!

Inspired to change your world

ECONET
Wireless

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THE WOMEN IN MARKETING AND COMMUNICATIONS PUBLICATION TEAM

PROJECT DIRECTOR
GILLIAN RUSIKE

PROJECT MANAGER
BRIAN NGONA

EDITOR
ANGELA MACHONESA
RUSIKE

JOURNALISTS AND WRITERS
ELIA NTALI
TAFFY GOTORA
TANATSWA MAKWACHA
LEROY DZENZA

PHOTOGRAPHER
PLAXEDES NOKUTHULA
SAJENI

PUBLISHERS
MAZ | Marketers
Association
Zimbabwe
SYNERGIES FOR THE FUTURE

DESIGN AND LAYOUT
AEFGX | **ARTMOSFEAR**
GRAPHICS
sales@artmosfeargfx.com
www.artmosfeargfx.com
+263 775 811149/ 715 069319

PRINTERS


RAPTOR
PRINT
cps.kingsley@jetline.co.za



Visit: 21 Lezard Avenue, Milton Park Avenue, Harare, ZW | Contact: +263 242 795 764 / 791 288 | Visit our website: www.maz.co.zw
X Twitter: @marketerszim | LinkedIn: marketers association zimbabwe | Facebook: marketers.association.of.zimbabwe

Editor's Note

Celebrating innovation and resilience



Zimbabwe has high flying women in the fields of marketing and communications. Linking companies to consumers; defining the personality of brands, telling the stories and delivering the right messages to the right people at the right time.

That is their calling, energy and passion. These women stand at the forefront of change.

I am happy to unveil this inaugural edition of the Women in Marketing and Communications Magazine, in honor of the prestigious story tellers, Communicators, Marketers, PR professionals and planners behind the country's biggest brands, the most memorable marketing and communication campaigns and remarkable business growth in Zimbabwe.

Women in Marketing and Communications magazine is a result of coveted efforts of courageous leadership from our parent stable, the Marketers Association of Zimbabwe (MAZ). With a diversified plethora of marketing products and business lines, space to produce such an edition is a true testament of how much the Association values women, their representation, inclusion, and contributions. This is a great opportunity to seeing female industry giants in a different view.

I am extremely esteemed to be the first editor. A true affirmation to my personal cause and purpose. With over fifteen years in the social justice,

human rights and equality sector, I am relentless and unapologetic in influencing for more recognition, inclusion, investment and expansion of women's economic opportunities because it is **smart economics**. This edition is a testament to the remarkable achievements, unwavering resilience and transformative leadership demonstrated by women across various fields of communications, marketing and PR, shaping the narrative of our rapidly changing world.

In celebration and support of the women who are shattering glass ceilings, leveling playing fields and creating opportunities for those following in their footsteps, this production shows that it is possible. These dynamic leaders, hailing from diverse backgrounds and industries have not only shattered glass ceilings but they have also become beacons of inspiration for the generations that follow.

Each story unfolds the stories of pioneers who have fearlessly embraced challenges, leveraging their unique perspectives and competences to bring about positive and lasting impact. With each sector, from government, banking, to insurance, construction, mass media, digital media, tele-communications, tourism, non-profit sector and everything in between – our selected women embody the spirit of innovation, resilience and inclusivity that drives society forward.

You will find insightful profiles and in-depth interviews that delve into the minds of these influencers, exploring the motivations, strategies and philosophies that have propelled them to the pinnacles of success. Through their narratives, we aim to showcase the diverse paths these women have navigated, underscoring the importance of mentorship, collaboration, and a steadfast commitment to excellence. Each story provides guides and insights to inspire, empower, and elevate women in this sector on all levels, across all industries.

Featured women have shown clear growth in their career trajectory which proves that there is no room for mediocrity, and women can be all they desire to be even in the face of discrimination. The trendsetters in this series have impacted the performance, reach and awareness of their organizations and inspired those in their professional circles. They work tirelessly to advance the profession while empowering their teams to do their best work and accelerating growth for their organizations.

They are undeniable problem-solvers with a curiosity to challenge conventional thinking. A common weave in the publication is the women's focus on solutions, their change making grit and ability to thrive on identifying challenges and turning them into opportunities, their ability to drive change is complemented by their talent for building and leading dynamic teams. As you will read, their distinguished careers have consistently demonstrated the capacity to assemble teams that deliver

exceptional results and elevate customer satisfaction, all while positively impacting the bottom line.

Women in this production are experiencing a welcomed transformation with the availability and evolution of new digital technologies to meet consumers' demands. There is growing dynamism to be proficient in utilizing digital tools across the spectrum of their work, from campaigns to advertising. This includes a wider understanding and adoption of machine learning, artificial intelligence, virtual reality and even the metaverse.

Additionally, they are harnessing digital tools to automate the process of reporting impact. Through leveraging data from social media, website analytics, and audience demographics, these female professionals are refining their strategies, optimizing messaging, and demonstrating tangible results to stakeholders.

It will be recklessness, to conclude that their pathways to success are seamless. Each has her own tale of hurdles – from striking a balance between work and family to feeling the need to tone down their success in boardroom scenarios.

It is still an uphill struggle to catalyze the empowerment of women in the workplace.

Microaggressions (comments and actions—even subtle ones that are not overtly harmful—that demean or dismiss someone based on their gender) still reign as a form of everyday discrimination that is often rooted in bias. They signal disrespect, cause acute stress, and can negatively impact women's careers and health.

Despite all odds, the women in this series and in the sector of Marketing and Communications are creating a culture of resilience and adaptability that extends to their clients ensuring their collective success. The setbacks they encounter have not deterred them but have instead become steppingstones on their path to growth and accomplishment.

Now, let's celebrate them!

Angela M Rusike

ANGELA MACHONESA RUSIKE
Editor
MARKETERS ASSOCIATION OF ZIMBABWE





A Note from MAZ Patron, Honourable Senator Monica Mutsvangwa

I extend warm greetings to you, filled with a sense of pride and anticipation, as we unveil the Women in Marketing and Communications Publication, a project that holds the promise of transforming not only industries but also the narrative of our beloved nation at large.

As the Patron of the Marketers Association of Zimbabwe (MAZ) and the Minister of Women Affairs, Community, Small and Medium Enterprises Development, I find great joy in seeing this initiative to life, well done Marketers Association of Zimbabwe once again for this initiative. The project brings together the dynamic forces of high-profile marketers and the invaluable contribution of women in the marketing and communications sector.

In the tapestry of our nation's growth, I firmly believe that the prowess of high-profile marketers is indispensable. The need for strategic communication, impactful branding, and innovative marketing is pivotal, especially in today's globally connected environment. Zimbabwe, with its rich heritage and untapped potential, requires a resolute effort to showcase its unique offerings on the world stage.

I am elated to present to you a curated list of high movers and shakers within the marketing and communications industry, particularly from the women's desk. These individuals represent the epitome of talent, innovation, and leadership, and they are poised to contribute significantly to the advancement of our national image.

The government, under the leadership of His Excellency, President Dr. E D Munangagwa, enthusiastically looks forward to collaborating with these trailblazing women to make our nation greater. Together, we will harness their expertise to elevate and fortify the image of our country. Nation branding is not just a strategy; it is a collective responsibility, and I am confident that the collaboration between MAZ and the government will yield remarkable results.

We, as the government, understand the significance of a positive nation image in attracting investment, fostering diplomatic relations, and positioning Zimbabwe as a hub of innovation and opportunity. The Women in Marketing and Communications Publications is not just a publication; it is a dynamic platform that will amplify the voices, stories, and accomplishments of these remarkable women who contribute tirelessly to our nation's progress.

In closing, I express my gratitude to MAZ for championing this initiative and providing a platform for women in marketing and communications to shine. To the readers, I urge you to embrace and celebrate the stories within these pages. Let them inspire, motivate, and instill pride in the remarkable talents that our nation possesses.

Together, let us embark on a journey of empowerment, collaboration, and nation-building. The future is bright, and I am excited to witness the positive impact we will collectively create.

With great optimism and pride,



HONOURABLE SENATOR MONICA MUTSVANGWA
PATRON, MARKETERS ASSOCIATION OF ZIMBABWE

President's Note



Dear Esteemed Readers,

I extend a warm welcome to you as we embark on a journey through the extraordinary narratives of exceptional women in the realm of marketing and communications. This special edition of the Women in Marketing and Communications Publications Magazine, brought to you by the Marketers Association of Zimbabwe (MAZ), is a tribute to the trailblazers, the innovators, and the remarkable women who are leaving an indelible mark in the world of agile marketing.

In the pulsating heart of our ever-evolving industry, these women stand tall, steering the course with brilliance, resilience, and a commitment to excellence. This dedicated publication is not just a collection of stories; it is a resounding shoutout to all the women forging a path in the business world. It is an acknowledgment of the significant mark they have made and continue to make in our dynamic profession.

MAZ takes immense pride in presenting this magazine as Zimbabwe's largest professional women's platform. Within these

pages, we celebrate, recognize, and profile the trendsetters in the Marketing and Communication sector. These exceptional women are not merely participants; they are architects of change, influencers, and leaders who shape the narrative and redefine industry standards.

As we dive into the narratives of these outstanding women, let us be inspired by their achievements, resilience, and unwavering dedication to excellence. They have not only broken barriers within our borders but have elevated the status of our profession on the global stage.

This is more than a publication; it is a testament to the power of women in marketing and communications. Their stories are an embodiment of leadership, innovation, and the transformative impact that women bring to our industry. Today, we raise our collective voice to celebrate their accomplishments and to amplify the influence of women in our professional community.

In the spirit of appreciation, I extend my heartfelt gratitude to every woman who has played a role in shaping the narrative of marketing and communications. Your dedication, expertise, and leadership are not only transforming our profession but are also setting new standards for excellence.

To our readers, I encourage you to absorb the wisdom shared in these pages, learn from the experiences of these trailblazing women, and join us in celebrating their achievements. Let this be a source of inspiration for continued progress, inclusivity, and excellence in the ever-evolving world of marketing and communications.

Thank you for joining us on this empowering journey. May the stories within these pages ignite the spark of inspiration, drive, and empowerment within each one of you.

With admiration for the exceptional women in our midst,

A handwritten signature in black ink, appearing to read 'Lillian Mbayiwa'. The signature is fluid and stylized, with a long, sweeping horizontal line at the end.

LILLIAN MBAYIWA
President
MARKETERS ASSOCIATION OF ZIMBABWE



MEMORY NDORO MANDIYA: *The Seasoned Marketer With a Practical Approach*

By Elia Ntali

In the busy world of Zimbabwe's marketing a few stories rival the journey of Memory-Ndoro Mandiya a seasoned marketer who has left a permanent mark in the various industries such as tourism and hospitality, telecommunication, retail, insurance just to mention a few.

Born in Harare, Memory's educational journey took her from David Livingstone Primary School to Chinhoyi High School, and eventually to the United Kingdom, where she pursued her 'A' Levels and a degree at Oxford Brookes University and a Master degree at the local University.

As a child, she initially aspired to be a scientist, but her path diverged towards a commercial career and her passion for business studies led her to excel in the business world.

Her love for reading Nancy Drew mystery books ignited her adventurous spirit and courage.

"Nancy Drew books were my favourite, a life blood for me. I loved reading the mystery books having the smart teenage girl at the centre of it all, what a great joy and she inspired me and her courage and adventurous behaviour," said Mrs. Mandiya

With a loving mother instilling values of hard work and positivity, she got prepared for a life of self-reliance.

"Mother's love and guidance shaped my life, she was hardworking, very assertive and always positive. I was blessed in the sense that I had almost all that was necessary but was made to be accountable for my actions and decisions whether good or bad. I had the ball in my hands and it was left entirely up to me to score or not to score after having been given all the pros and cons for selecting a particular course of action. When I was about seventeen, I was sent to England where I had to quickly adjust and be self-reliant," she added

Her career thrived as she moved from one sector to another, constantly achieving top positions and making a significant impact.

"Great opportunities came my way, moving from one sector to another still maintaining my top position with a traceable record of results. I made great impact both at individual and organisational level," she said

Challenges, like racial discrimination and organizational politics, were obstacles she faced but overcame them through resilience, her motto was, "The greater the obstacle, the more the glory in overcoming it."

As a child, she initially aspired to be a scientist, but her path diverged towards a commercial career and her passion for business studies led her to excel in the business world.



She also gave back to her community by volunteering as a lecturer at the University of Zimbabwe and co-founding the Marketers Association of Zimbabwe (MAZ).

Whilst working at the mobile network, organisational politics were many and interfering challenges were common having served sixteen years with exposure at both regional and international, she felt, she had done justice to the sector.

Memory's defining moments included transitioning from the mobile network industry to the non-governmental sector, where she found fulfilment in humanitarian and development work.

"Without any regrets, I decided to resign and move into to a different sector with better opportunities. I viewed the non-government sector as attractive. The humanitarian and development work, was new to me. A life fulfilling sector, which I enjoyed and made big impact with trackable results. As a born leader through God's grace, I moved on to another area of specialization. Life is too short to worry or to procrastinate over petty issues.

"I reflect on what transpired as great and having prepared myself for life's new learning experiences. I think in life each and every one of us must go through some life hurdles. Its only that some challenges are not publicised or written on one's forehead but everyone has her or his life story to tell," she said

She emphasized the importance of stepping forward in faith and power rather than stepping backward in fear.

Mentorship was a natural role for Memory, as she believed in helping others become the best versions of themselves. She emphasized the importance of diversity and inclusion in marketing, building long-lasting relationships, and collaborating with like-minded organizations.

She shared instances where bold decisions, like the rebranding of Net One and the formation of MAZ, led to success and agreeing to take up the feared role of restructuring and re-engineering, reposition (ZNNP+) which saw the organisation receiving grants of over 5million USD, and reigniting sound and purposeful working relations with various stakeholders such as the ministry of Health, National Aids Council, and UN family including UNAIDS, and UNDP just to mention a few.

Memory's resilience and adaptability enabled her to thrive in ever-changing industries.

As a strategist, Memory excelled in crafting plans for action and achieving exceptional results, such as resolving organizational development challenges and securing grants for NGOs.

Memory's greatest achievements included numerous awards, sitting on boards of trustees for organizations, co-founding MAZ and MEMSHA Consultancy, empowering young individuals through teaching, volunteering for humanitarian work, and contributing to Zimbabwe's economy through employment creation.

Memory's greatest achievements included numerous awards, sitting on boards of trustees for organizations, co-founding MAZ and MEMSHA Consultancy...



Her words of encouragement were to stay determined, strive for greatness, and view obstacles as part of the business process.

“Keep striving at your goal and be determined for great success and obstacles are part of the business process. You know with marketing qualification or experience one can work in any environment and the opportunities are endless. I was never short of employment and once in it and have the right attitude you will not fail in life.

“They say, the sky is the limit but nowadays it’s no longer like that because of space technology- the sky is open for business, meaning nothing can or should stop the young females to pursue their interests in marketing, The passion, the drive and that fearless approach can only lead to greater success and achievements,” she said

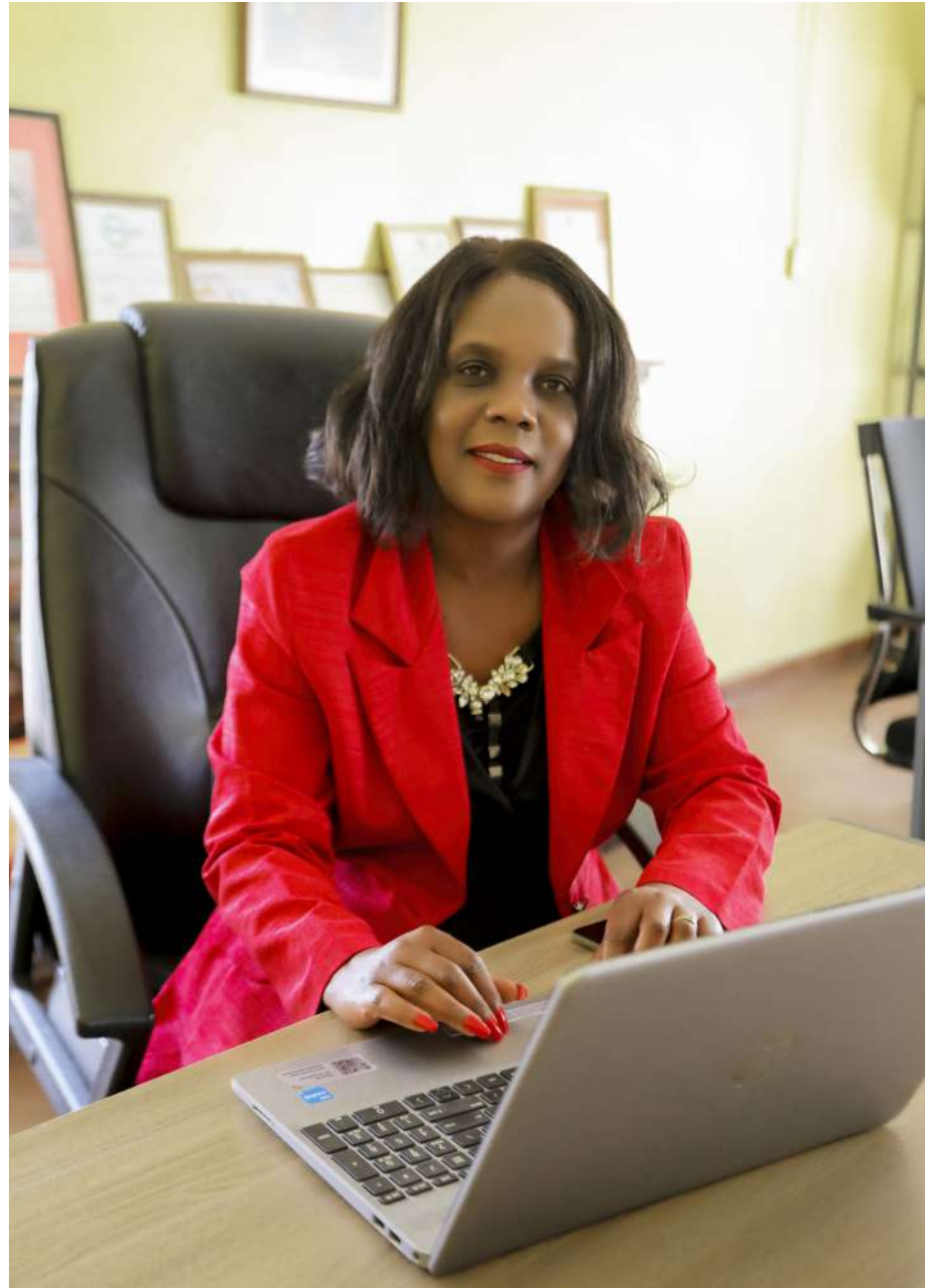
Memory’s ability to balance her roles as a mother, boss, leader, and daughter-in-law is evidence to her strength and faith in God. Her life story is a shining example of passion, resilience, and the pursuit of excellence in the field of marketing.

The following are some of her accolades: most consumer-focused executive in 2014, top 20 Zimbabwe outstanding women in business in 2013, the most outstanding ICT women- given by the Ministry of Information and Technology.

“I have and still sit on some Board of Trustees for some organisations, co- founding member for MAZ and Memsha Consultancy, added value to the economy of Zimbabwe through employment creation in number of sectors by making the correct decisions as alluded above and empowered young girls and boys through lecturing at UZ and went on recruit some of them.

She has volunteered for many humanitarian works, in the health sector and still volunteering to support those in need.

The old adage ‘dynamites come in small package’ resonates well with the diminutive and sound minded Memory Mandiya.



“

They say, the sky is the limit but nowadays it’s no longer like that because of space technology- the sky is open for business...

SAVE THE MAZ 2024 CALENDAR OF EVENTS AND TRAINING



1st QUARTER EVENTS

01

MAJOR EVENTS DATES

Business Review Conference 23 February

OTHER EVENTS

Corporate Speed Networking 14 March

Pachoto 15 March

Women In Marketing: Wellness & Fun Day 16 March

Annual Digital Marketing Summit 1st Edition 28 - 29 March

SOUTHERN REGION

Marketers Business Expo 8 March

WIM Event (Sister's Keeper) 29 March

MAZ BUSINESS INSTITUTE

MAZ INSTITUTE OF DIGITAL MARKETING PRACTITIONERS (MIDP)

PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
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COURSES

Professional Certificate in Digital Marketing	Jan Online	3 Months	5 February
	Jan Physical	3 Months	3 February
	March Online	3 Months	5 March
	March Physical	3 Months	9 March
Graphic Design	Feb Online	2 Months	20 February
Post Grad in Digital Marketing	March	1 Year	27 March

DIGITAL MASTERCLASSES

Social Media Marketing in the 4 th Industrial Revolution	1 Day	14 February
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WORKSHOP

Predictive Analytics & AI: Unleash Marketing Potential	1 Day	1 February
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EVENTS

Digital Networking Social	3 Hours	23 February
Annual Digital Marketing Summit 1 st Edition	2 Day	28 & 29 March

WEBINAR

Voice Search SEO and AI: Optimising for the Future of Digital Marketing	Evening	2 Hours	29 February
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MAZ INSTITUTE OF SALES PROFESSIONALS (MISP)

PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
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COURSES

Professional Certificate in Event Planning	Jan Online	2 Months	30 January
Professional Certificate in Retail Management	Feb Online	3 Months	27 February
ZimChartered Marketer	Feb Online	1 Year	4 March
MAZ Diploma in Marketing and Sales	March Online	1 Year	26 March
Post Grad Diploma in Marketing Management	March Online	1 Year	28 March

WORKSHOP

Entrepreneurship Training Workshop	1 March	1 Day	1 March
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MAZ INSTITUTE OF CUSTOMER EXPERIENCE PRACTITIONERS (MICXP)

PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
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COURSES

Professional Certificate in Customer Experience Management	March Online	3 Months	06 March
Professional Diploma in Customer Experience Management	March Online	12 Months	22 March

WORKSHOP

Customer Experience Management for Service Personnel	1 Day	Physical	23 February
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WEBINAR

CX WEBINAR	Afternoon	1 Hour	26 March
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2nd QUARTER EVENTS

02

MAJOR EVENTS DATES

Superbrand Business Breakfast 24 May

Annual Continuous Development Program (Winter School) 4 - 7 June

OTHER EVENTS

SOUTHERN REGION

ZITF 23 - 27 April

Marketers Link UP 25 April

Pachoto Launch 31 May

WIM High Tea 28 June

MAZ BUSINESS INSTITUTE

MAZ INSTITUTE OF DIGITAL MARKETING PRACTITIONERS (MIDP)

PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
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COURSES

Professional Diploma in Digital Marketing	March Online	1 Year	3 April
Professional Certificate in Digital Marketing	May Online	3 Months	13 May
	June Physical	3 Months	19 - 22 June

MASTERCLASSES

Digital Marketing Strategy	Physical	2 Days	7 May
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EVENT

ACPD – Digital Marketing Practitioner	3 Days	4 - 7 June
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WEBINARS

"Influencer Marketing: Building Authentic Connections"	2 hours Evening	25 April
"The Art of Storytelling: Engaging Audiences through Compelling Content"	2 hours Afternoon	30 May

MAZ INSTITUTE OF SALES PROFESSIONALS (MISP)

PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
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COURSES

Certificate in Project Management	May Online	6 Months	16 April
Professional Certificate in Marketing Research and Insights	May Online	8 Weeks	16 May

WORKSHOP

Essential Selling Skills	June	1 day	28 June
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EVENT

Sales Boot Camp	May	2 Days	30 - 31 May
ACPD – Sales & Marketing Practitioner	4 Days	4 - 7 June	

MAZ INSTITUTE OF CUSTOMER EXPERIENCE PRACTITIONERS (MICXP)

PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
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COURSES

Professional Certificate in Customer Experience Management	March Online	3 Months	28 June
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MASTERCLASS

Customer Analytics and Metrics	Physical	Days	16 - 17 May
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EVENT

ACPD – Customer Experience Practitioner	Physical	3 Days	4 - 7 June
Customer Experience Networking Social	Physical	1 Day	7 June

3rd QUARTER EVENTS

03

MAJOR EVENTS

DATES

Marketing Week	22 - 26 July
MAZ Charity Golf	26 July
AMC Conference (Mombasa, Kenya)	28 - 30 August
Exceptional Marketing Awards	13 September

OTHER EVENTS

Women In Marketing (Business Soiree)	16 August
Pachoto	16 August

SOUTHERN REGION

SMEs Expo	16 August
WIM Wellness Day	28 September

MAZ BUSINESS INSTITUTE

MAZ INSTITUTE OF DIGITAL MARKETING PRACTITIONERS (MIDP)

PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
COURSES			
Graphic Design	July	3 Months	18 July
Professional Certificate in Digital Marketing	August	3 Months	10 August
Executive Certificate in Marketing	September	2 Months	23 September

EVENTS

Industry Meet Up (Marketing Week)	August	1 Day	
Website and SEO/Digital Marketing Analytics	July	1 Day	31 July

WORKSHOPS

AI Powered Personalisation: Revolutionizing Digital Marketing	September	1 Day	25 September
Chatbots and AI: Transforming Customer Engagement in Digital Marketing	September	1 Day	26 September

WEBINARS

Mobile Marketing Strategies	August	2 Hours Afternoon	27 August
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MAZ INSTITUTE OF SALES PROFESSIONALS (MISP)

PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
COURSES			
Professional Certificate in Event Planning	July	8 Weeks	16 July
Certificate Sales Management	August	3 Months	8 August

EVENTS

Sales Webinar	September	1 Day	6 September
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WORKSHOPS

Key Account Management Workshop	September	1 Day	20 September
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MAZ INSTITUTE OF CUSTOMER EXPERIENCE PRACTITIONERS (MICXP)

PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
COURSES			
Professional Certificate in Customer Experience Management	September Online	3 Months	4 September

CUSTOMER EXPERIENCE MASTERCLASS

Customer Experience Management in the Digital Era	Physical	1 Day	26 July
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WORKSHOPS

Customer Service for the Public Sector and SMEs	Physical	1 Day	23 August
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WEBINAR

CX WEBINAR	Afternoon	1 Hour	23 September
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4th QUARTER EVENTS

04

MAJOR EVENTS

DATES

Annual Marketers Convention	23 - 26 October
Superbrand Awards	22 November

OTHER EVENTS

End of year braai	6 December
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SOUTHERN REGION

Walkathon	2 November
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MAZ BUSINESS INSTITUTE

MAZ INSTITUTE OF DIGITAL MARKETING PRACTITIONERS (MIDP)

PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
COURSES			
Professional Certificate in Digital Marketing	October Online	3 months	8 October

WEBINARS

Email Marketing Secrets	October	2 Hours	31 October
SEO Unlocked	November	2 Hours	28 November

EVENTS

Digital Networking Social	October	3 Hours	11 October
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MAZ INSTITUTE OF SALES PROFESSIONALS (MISP)

PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
WORKSHOPS			
Sales Strategy Workshop	October	1 Day	25 October
Role of AI in Marketing Webinar	October	1 Day	11 October
Marketing Strategy Workshop	November	1 Day	15 November

MAZ INSTITUTE OF CUSTOMER EXPERIENCE PRACTITIONERS (MICXP)

PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
EVENTS			
Customer Experience Conference	Physical	1 Day	4 October
Customer Experience Social	Physical	1 Day	18 October

WORKSHOP

Customer Experience Strategy (1 day)	Physical	1 Day	8 November
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HARARE

EVENTS: Rudo 0787 933 120 | Email: events@mazim.co.zw or
 TRAINING: Roselyn 0774 361 163 | Email: training@mazim.co.zw
Visit: 21 Lezard Avenue, Milton Park, Harare, ZW

BULAWAYO

Priscilla: 0772 445 758 | Email: marketingbyo@mazim.co.zw
Visit: 306, York House, Cnr 8th & Herbert Chitepo Street,
 Bulawayo, ZW



Meet Enia Zimunya

The Faith Driven Marketer



n the serene environs outside Harare Central Business District, where the vibrant energy of the country's marketing is housed there is a remarkable woman who has been making waves and inspiring others with her passion, dedication, and leadership.

Her name is Enia Zimunya Nyimo Dhara, Head of Marketing and Operations at the Marketers Association of Zimbabwe (MAZ).

Her story is one that exemplifies resilience, determination, and the power of dreaming big and her impact on the marketing industry and beyond is felt far and wide.

Born and raised in the culturally rich city of Bulawayo, she comes from a background that, while not extravagant, was steeped in love, unity, and Christian values.

Enia's parents, particularly her mother, played pivotal roles in shaping her character and instilling in her the belief that dreams have no boundaries.

"I grew up in a very, very stable home. Loving parents who motivated me in particular, both of them actually, they just believed it motivated me from a very young age. And though it wasn't really a fancy background, I think they always gave us opportunities and exposure to dream big and to strive to excel.

"They also instilled values, Christian values that really shaped my decisions and choices as I grew up, as a young lady and it's one of those things that I try to treasure when I think about my parents. I also appreciate the values of family, unity that they also instilled upon us. I've seen a lot of people will tell you that we were not close with our siblings and so on. My mom, in particular, emphasised issues to do with unity," she said



From an early age, Enia was encouraged to reach for the stars. The concept of aiming high and setting audacious goals became her guiding light, a lesson she carried with her throughout her academic journey.

“One of my motivations was that you’re always you’re supposed to aim for the stars. You really are supposed to aim higher in all your aspirations in life. I think that’s been my driving motivation from the time I was young, when I was pursuing my studies and I knew that if you aim for something higher, even if you fall, at least you do not fall very low. I think that’s been my motivation.

“For someone pursuing their dreams, I always tell them that it’s quite important to always aim very high. Because if you’ve got a dream and it’s really a shallower, it means that if you fail to achieve it in the end, you really don’t do much. If a dream is higher than what you’ve ever dreamed of or imagined what you can achieve, even if you fail to reach it, but at least you’ll be in a safe zone,” she said

Enia’s greatest source of inspiration has always been her late mother. A woman of incredible strength, she raised her children with unwavering love and support, despite facing numerous challenges.

Her mother’s tenacity and determination to provide for her family left an indelible mark on Enia. She learned the art of making the most of what one has, and it’s a lesson she’s applied throughout her life.

“I think the person who inspires me the most is my mom. Unfortunately, she’s late, but it’s always amazing when you look at her life and how she was able to give her all in raising her children under the most adverse circumstances. She had kids when she was quite young, possibly late teenage wood into her 20s, and she really didn’t get much exposure in terms of education and all that.

“However, that did not stop her from impacting the ability to dream, especially upon her children. All four of us managed to aspire to be someone in life really because of her influence. I also appreciate I get inspired when I think about how she could do so much more with little,” Enia recalls.

Tragedy struck when Enia lost her husband in 2021, followed by the passing of her mother in 2019. These losses were profound turning points in her life.

66

For someone pursuing their dreams, I always tell them that it’s quite important to always aim very high.





They served as wake-up calls, pushing her to step into a leadership role not only in her career but also in her personal life.

She realized that her children were looking up to her as their inspiration and role model. With newfound confidence, she embraced more challenging tasks, knowing that her achievements would shape her family's future.

As a devout Christian, Enia finds solace and strength in her faith. She firmly believes that with God, all things are possible, and this belief has helped her maintain a positive mindset even in the face of adversity.

Her faith is the bedrock upon which she builds her resilience, and it has carried her through the toughest of times.

"I think, to be honest, one of the things that have actually helped me in terms of maintaining a positive mindset is my faith, I am a Christian. I gave my life to Christ when I was 18. It's been quite a long time working with the Lord. What I've noticed is that the moment I know that with God everything is possible, it helps me in terms of maintaining a positive mindset. At times our disappointments come through," Enia said

Balancing a demanding career in marketing and public relations with her role as a mother of two is no small feat, but Enia approaches it with remarkable grace and precision.

She's a firm believer in the power of organization and goal-setting. Each day begins with a meticulously crafted checklist, ensuring that she stays on top of her responsibilities at work and at home.

Despite her professional success and the accolades that come with her role at MAZ, Enia remains grounded and modest. She values her close-knit circle of friends and colleagues and prefers meaningful connections over superficial interactions.

Her dedication to her family is unwavering, and she makes a point of not carrying work home, ensuring that she dedicates quality time to her children.

As the Head of Marketing and Operations at MAZ, Enia's impact on the marketing industry is undeniable.

She and her team set clear goals and work tirelessly to achieve them. The association's visibility and impact have grown significantly under her leadership, a testament to her dedication and strategic vision.

2024 1st QUARTER: JANUARY – MARCH (DIGITAL MARKETING PROGRAMS)

PROGRAM TITLE	DURATION	PROGRAM / START DATES	REGISTRATION DEADLINE
COURSES			
Professional Certificate in Digital Marketing (Jan Intake)	3 Months Online	5 February	2 February
Professional Certificate in Digital Marketing (Jan Intake)	3 Months Physical	3 February	31 January
Professional Certificate in Digital Marketing (Mar Intake)	3 Months Online	5 March	1 March
Professional Certificate in Digital Marketing (Mar Intake)	3 Months Physical	9 March	8 March
Graphic Design	3 Months	20 February	16 February
Professional Diploma in Digital Marketing	1 Year	20 March	15 March
ZimChartered Marketer	1 Year	26 February	23 February
DIGITAL MASTERCLASS			
Social Media Management / Mastering Social Media Advertising	1 Day	14 February	9 February
WORKSHOPS			
Predictive Analytics & AI: Unleash Marketing Potential	1 Day	1 February	26 January
EVENTS			
Networking Mixer	3 Hours	23 February	21 February
Annual Digital Marketing Summit	2 Day	28 & 29 March	22 March

FOR MORE INFORMATION CONTACT US

Harare, Roselyn 0774 361 163 | training@mazim.co.zw Bulawayo Kuda 0772 445 758 | marketingbyo@mazim.co.zw

Suitable for all: Marketing and Sales professionals, Entrepreneurs, Public Relations Professionals



An Inspiring Marketing Leader's Journey: From Household Brands to Telecoms

Tariro Muchena, General Manager- Marketing at Econet Wireless

In the world of marketing and communications, there are individuals who possess a unique blend of creativity, strategic thinking, and a deep understanding of the market.

They are the ones who can connect with people and drive sales while also shaping the brand's position in the market. One such individual is the dynamic woman who is steering the marketing ship as General Manager-Marketing at leading Telecoms giant Econet Wireless, Tariro Muchena. With over a decade of experience, she started her career in marketing at a consumer goods company, where she managed a portfolio of household brands before the big move to Econet.

For many, marketers can be both born or made, but for the rest the answer could be just one but Tariro Mushonga is a clear example of a both a born and made marketer. A study conducted by Steve Martin (August 29, 2011) at the Harvard Business Review concluded that 70% of a successful Marketer who has the talent it has been since birth and 30% of successful marketers learn to own them without getting nature from birth since the science of marketing can be studied. The world of marketing has always appealed to her. From an early age, Tariro was drawn to creativity, literature, and fashion. While she was equally good at sciences, her passion lay in the realm of marketing. It was during her time in Sales and Marketing at Softex that she realized the importance of understanding both disciplines. This realization has been instrumental in her success as a marketer. Throughout her career, Tariro has moved through various roles within Econet, carefully aligning herself with the organization's overall business strategy. She has learned the importance of value addition, making a difference, and energizing her team towards a common goal. One notable achievement was transforming Econet shops into multi-touchpoint areas, combining both service and retail capabilities to drive revenue. She has also honed her skills in deciphering market trends and anticipating shifts in the market. This ability has allowed her to steer brands towards uncharted territories of opportunity. She has crafted campaigns that leapfrog over the competition and fortify the brand's position in the market. The drone show which was recently held by Econet at this year's Agricultural show is testament to her ability ensure collective success for the Marketing Department. Her success is not only a testament to her hard work and dedication, but also to her resilience and ability to adapt. She is constantly learning and striving to stay ahead of the curve. Her ability to navigate through different roles, manage teams, and develop strategies has enabled her to be successful in her field.

**Tariro has learned
the importance
of value addition,
making a difference,
and energizing her
team towards a
common goal.**

In this interview Tariro shares her journey as a woman in marketing, the notable wins, the challenges she has faced, and the advice she would give to other women who are interested in pursuing a career in this field.

Tell us a little bit about yourself and your career in marketing? How did you end up at Econet?

It's been a journey, I can say I have been almost everywhere; I have been in people's bathrooms, kitchens, in classrooms and now with people carrying their phones everywhere they go it then makes sense why I say have been everywhere.

Managing an assortment of household brands (toilet paper, cooking oils, soap) and transitioned into telecoms and technology. Fond to my heart is all the experience gleaned in my previous roles in sales, I believe sales is best done when you connect to people. That naturally gives you a sense and pulse of the market.

Everything then comes together, now in my current role the idea of having north of 11 million customers to be reached and engaged, it's a lifted veil now when I think the range and diversity of roles and in turn some tools and strategies, I turned for quick and long haul wins it feels like a full circle moment.

For example, to stimulate repeat sales and keep the Eversharp brand top of mind, I championed a "barrel collector" promotion nationwide, both students and teachers would redeem refills equivalent to the barrels collected. In several ways such mental models have come in handy in different expressions in my current role.

What made you fall in love with the world of marketing? What particular moment in time pushed you to pursue this as a career? After all, we all wanted to be Doctor's growing up, right?

I knew from an early age that my passion was in creativity as I fascinated with literature and fashion. I read my first novel in the third grade made a full garment in the fifth grade. Routine tasks were very taxing to me. Even though I understood sciences, I did not have passion towards them, and I expressed this when I made subject choices at A level. My late mother was heartbroken. I was rescued by an older brother who advocated for my choice and I was later allowed to follow my passion.

Certainly, we all start from there but as the dream gets more detailed you learn more about yourself from others and self. One of my mentors pointed something significant to me quite very early on. Again, something I derive wholesome meaning now. "You become a better marketer when you understand sales."

Getting a paired grasp of both disciplines and how they function and ultimately the intimacy of their relatedness. This

is about the time I headed Sales and Marketing at Softex, a business that later diversified in adjacent spaces of personal care and sundry hardware, grew market share and increase share of wallet from the retained customer base.

A great deal of this feels quite scripted, every piece of experience matters, every detail gain in success and failure counts and all the lessons I got from other people add up to the present and I believe this is a continuum that keeps giving.

The sort of a person I believe I am, introverted but still expressive and with willingness to impart lessons to others just as much as I take.

You have accumulated an envious amount of experience having worked at Econet in different roles for a couple of years. What did you learn from previous roles and how do you apply experiences in your current role at Econet?

Over the years, I have had to decipher market trends and anticipate shifts in the market, steering brands toward uncharted territories of opportunity. In response to some parts of the volatile economic periods we have sustained, there has been incessant need to realign the current priorities to future desired outcomes. Subsequently I have moved through roles in the organization carefully minted into the greater scheme of things and overall business strategy. I have learnt the importance of value addition, making a difference and energizing the team towards achievement of a common goal.

Initially Econet as business we deployed shops as a touchpoint expressed largely for Customer Service, during my tenure as heading direct channels we transformed shops to be a multi-touchpoint area and combine both the service and retail capabilities deployed on the same base support infrastructure (support staff, floor area), which now have turned to be a significant revenue contributor to the business.

I've navigated through tangled ecosystems to unlock hidden revenue streams, leaving behind a trail of outstanding ROI, crafted campaigns (Mask up Zimbabwe; Hi5, Hello Speed; Let's Normalise; Hallo 25! Building Memories Together etc) blueprints that leapfrog over the competition and fortify the brand's position in the market.

Are there specific challenges you have faced as a woman in marketing and how did you overcome them?

Aside of the surface layer challenges that in generality there still is much fewer representation of women in the c-suite and senior management layer of corporate Zimbabwe. There is need to conscientize businesses and women across the spectrum that it can be done and rewardingly. Fortunately, I am with an organization which cares in ethos and structure for women representation.

However, I have had my fair share of encounters and experiences that can somehow usurp all the energy and resolve you may have. Leading teams largely male and reporting up to largely a male audience as well demands intrinsic fortitude. Ultimately, output and contribution should decide value not male or female and value every single ounce of value brought forward from all team members, ensuring this is a principle echoed to all who can give audience is important.

There are also stereotypes on women in leadership that we need to overcome. Ultimately women have to work harder than most to prove worthiness

My upbringing weighs in a lot more than I would personally take credit for. My father was a social worker, an egalitarian of epic proportions and he emphasized such a strong sense of humanity into my being, to value and see people as people. My mother was a liberated school teacher who saw a lot of potential in me and nurtured me towards achieving it.

Who is someone that helped you on your current path to becoming a marketing and communications leader?

It would be unfair to single out one, you know it takes a village. I have been a beneficiary of the sum of my interactions and experiences that largely evolve from the people who have cared to impart treasures something I love to do to return the favor. I have had fantastic role models and line managers over the years. I would like to mention my phenomenal role model and former line manager Rita Likukuma for helping me navigate and balance motherhood and career at a very critical stage. She helped me lift boundaries and acquire a growth mindset and objectivity where I may have expected preferential treatment as a working woman. My current line manager, Navdeep Kapur has such high standards and expectation that have set the foundation for the high milestones we have reached as Team Marketing.

I am such a strong believer in influencing via mentorship and coaching. In the same fashion I can point to detail specifics that I learnt from others I have made it a mandate to have people who do and will point out to me as a turnaround meet and encounter.

What were pivotal moments in your career that contributed to your success?

Transitioning the Econet brand through the COVID-19 pandemic estimating the shelf life of enduring and non-enduring behavioural patterns that subsequently became a pandemic influenced reality.



There was need to integrate the brand in the greater scope of the marketplace, wielding new partnerships, institutional and otherwise, that help transform revenue outlook for even far placed period horizons.

Catalysed change and adaptation forced new products to exist and relook the importance of person-to-person interactions. For the first time in our economic history we couldn't connect as we preferred, granted that I am engaged with a communications business, anchored on connecting people. Quickly we rapidly moved the brand and business' orientation in ensuring customers can be connected to everything, anywhere. During this period our Data revenue pillar soared a trajectory we still have been able to defend and maintain.

It's easier to put words to these hard gripping moments now than it was navigating the circumstances of those days. However, we reworked our touch point and redefined the "touch" element.

Placement of our product portfolio before uncertain needs was hard but it had to be done well. Selling to an audience that is also heavily affected by the pandemic is even tougher, but again it had to be done. We emerged pretty well afterwards, grateful for it, but still appreciate that it wasn't a comfortable space.

The 25th anniversary has also been an essential opportunity to evoke warm memories and ignite customer love for the brand. I has been an impactful campaign

One of my celebrated moments was in the launch of the first ever animated TVC in Zimbabwe which was the Eversharp 15M "Inonyora Zviri Bhanya" campaign. It was a first therefore very risky and ended up being influential.

What were some failures or difficulties in launching a product or campaign that you faced and what did you learn from that?

Largely it has been about the issue of time and tabling a minimum viable proposition for launch. At times the call maybe towards focusing on launch critical elements of your product or

event. The GTM is determined using that method. Perfectionism in this regard may hinder progress. The question remains, what is critical for launch? What is a nice to have that may be added on after launch?

Also important is getting the buy-in and involvement of all critical stakeholders from project inception.

What emerging marketing trend excites you?

I strongly advocate for data-anchored strategies in marketing. Tracking data sets pre-purchase, during purchase and post purchase. My current role is at an inflection leading the marketing function, with the business changing the core

strategic thrust from a Communications Services Provider (CSP) to a Digital Services Provider (DSP). With such a backdrop, obsession

with metrics is inevitable, which ensures every move is calibrated for maximal impact. My first job was all around number crunching and analytics, not much in the same way in terms of platform and tools, however, the ethos is the same.

The use of Data Science (Big Data, Artificial Intelligence and Machine Learning) in marketing is an emerging trend that I am excited about.

What apps/software/tools can't you live without?

Interestingly I quite like going through social media just to acquaint with how the general fabric of the society is evolving. Can be bittersweet at times, going through Tik Tok and go through shared euphories of people doing inspiring things but in the same measure deep dents of how the same social tapestry is responsible for derailing purpose, especially in young people.

How do you balance career, personal life and passions? Is there such a thing as balance?

Balance of life is generally hard to measure were the equilibrium. But for a passionate person as I am, my goal is to give everything I have, to anything I do. I feel that's the closest reach for balance there is. It may be impossible to equitably



divide self, but it is rather within reach to devote self fully to anything you do; God, family, work, social and life.

And what would you say is the hardest decision you have had to make to grow your career?

I had my first baby in the last month of my college year. This essentially delayed when I could start my career. My started a year after college and after my most of my colleagues. I had to play catch up. Interestingly, we were blessed with our third child during the peak of my Masters Degree studies. I made the decision to continue. I remain grateful for the support structure that I had throughout my career.

Early boarding school facility for all my children to manage time during a period when my career was in early stages. Juggling school runs with work commitments and parenting proved to be very challenging.

Describe your leadership style and how you “lead” others. Is it different from your male counterparts?

As I said I love to mentor and influence through coaching and mentorship. I am a mother of boys and girls so whenever I sense it fit my motherliness manifests, in other instances the social consciousness that my parents instilled in me takes the floor understanding the influences on an individual. Overall, I believe people are different and can't be given “bot” treatments. So generally, I reckon I am a mix of Transformational, Strategic and Coaching style of leadership.

Have you ever felt the imposter syndrome, and if so how did you navigate your way through it?

Sometimes the workplace is not built for acknowledgement, easily that breeds an exhausted sense of assertiveness in work approach. This could be largely because people are paid to work, hence the remuneration given to people feels like somewhat a natural way to acknowledge work. However, you can't easily separate human effort with the accompanying emotional investment it comes with.

It's easy for the workplace to then feel like a continuing maze, acknowledgement shows and emphasizes to someone that they are in the right direction. The easier way to navigate a creeping in imposter syndrome is acknowledging others, I have often noticed that when I have acknowledged others, I felt done the same in turn.

You have both a Marketing and Sales background, what are your thoughts on Marketing and Sales alignment? How do you align your Marketing and Sales team at Econet?

My mentor gave me what feels like full circle now, he said I would be a better marketer with sales experience. Sales is the human advantage in the marketplace. Talking and reaching out to people which is where the actual connection happens. This is where value is traded, it's both the goal and the start of a relationship with a customer.

Given can be done anywhere even sometimes without granular understanding of the customer, sales help you understand the value of whatever marketing deployment dispatched and its efficacy.

Getting on the field to physically sell products put the human value on customers, who sometimes in the abundance of communication efforts can be easily seen as statistics. A marketer who understand the terrain will always navigate it better.

What advice would you give to the next generation of women marketers?

You CAN. You matter. Choose happiness. Your strength can be misappropriated as intimidating, but the world does need purposed and driven women. Learn from others and let other learn from you. You need a support structure. Support other women truly not for show. Motherhood is not a limitation, it enables. Be excellent, it's a requirement that you must meet. But when the society speaks otherwise or less of you remind yourself, *“Wakakosha”*

In conclusion, the journey of a marketer is filled with challenges, triumphs, and the constant pursuit of growth. Through experience, mentorship, and a deep understanding of the market, this marketing and communications leader at Econet has shaped her career and made a lasting impact. Her ability to navigate through various roles, overcome challenges, and embrace emerging trends sets her apart as an iconic marketing leader who leads with influence and empathy. Her leadership style is a mix of transformational, strategic, and coaching styles. She believes in mentoring and influencing others through coaching and mentorship. Drawing from her experiences as a mother and a socially conscious individual, she adapts her leadership approach based on the needs and influences of each team member.

To the next generation of women marketers, she offers words of encouragement and guidance. She believes that they can achieve anything they set their minds to and that they should choose happiness along the way. Building a support structure and supporting other women are crucial for success. She also emphasizes the importance of excellence and not letting societal expectations define one's worth.



ROSELYN CHISVETO

The lady *behind* the brand

Roselyn Chisveto is Netone Private Limited's Head of Marketing and Public Relations. She creates plans for the marketing division and she is particularly responsible for leading those plans. She is in charge of enhancing the company's reputation and defending its image through the public relations division. She also strives to inform the public about new firm offerings and to increase awareness of Netone's goods and services.

Roselyn Chisveto holds a number of professional qualifications mostly in the marketing and public relations field. She holds an undergraduate degree in Marketing which she attained at the University of Zimbabwe.

Soon after completing her undergraduate studies at the University of Zimbabwe, Roselyn began her professional career as a graduate trainee at a local manufacturing company. She subsequently transitioned to a managerial and eventually an executive position after that. Roselyn has impressively earned numerous degrees and certifications in public relations and marketing. This has helped her a lot in terms of opening doors so she can move up the corporate ladder.

Roselyn Chisveto has experience working in both the industrial and telecommunications industries. She has gained marketing expertise in both technology-based and non-technology-based businesses as a result, but her marketing ideals remain the same. According to her, changing industries shouldn't affect a real marketer's expertise.

Planning, in her opinion, is a good method to manage a work-life balance. She confesses that managing a complete department entails a lot of work and that it can be

challenging for her to strike a balance between work and her personal life. However, she makes an effort to fit in leisure time to take care of herself. She manages to make time for the gym and attending other social activities.

She feels that, in addition to being a passion of hers, marketing is a quality that has always been a part of her. Roselyn displayed features of a marketing professional since an early age. She has always been an extroverted and gregarious person, which has a significant impact on her career. She loves the art of communicating and persuading a customer to buy a product which was also influenced by her father who worked as a salesperson.

"Working for one of the biggest network providers seems meaningful and gratifying, like you acknowledge their over 4 million members on our network. So, just being aware of my contribution to such an impact is uplifting and rewarding."

Roselyn Chisveto has experience working for organizations including Telecel Zimbabwe and Turnall Holdings Limited. One of her greatest professional achievements was playing a key role in transforming a loss-making company into one with positive cash flow. She received significant praise from numerous industry executives for making the company cashflow positive as a female managing director. She has also held numerous managerial positions for different companies in Zimbabwe, including becoming a managing director for a manufacturing company.

"The different in traits that describe men and women become a cause for problems facing women in leadership," she remarked in reference to the situation of female

Roselyn exhibited qualities and abilities of a marketing professional from a young age.

leadership in Zimbabwe. "So, especially for me, the aspect of acceptance then becomes a huge challenge." According to Roselyn, working with a female boss is typically difficult for most male subordinates. The subordinates might work together against you therefore leading to your failure in reaching organizational goals. Insubordination and no respect of authority is usually high in such cases. Ultimately your role and effectiveness will be questioned, though you are a professional and well skilled in your job. She says that the best way to address these issues is to take a critical look at an organization's culture and work to allow it to support diversity and the advancement of women.

Her goals now are in line with leaving a legacy and having an influence before retiring as someone who has held high level management positions for several firms. She is also considering additional opportunities to make a difference in the world outside of the marketing and communications industries.

Just before starting in this managerial position at Netone Cellular Private Limited, Roselyn experienced the loss of a close relative, which hindered her ability to stay on top of things. She was able to move on, nevertheless, with the help and passage of time. Every day presents its own set of difficulties for her, but she overcomes them with tenacity and resolve. She is motivated to go to work because she works for an internet service provider because so many customers rely on their network to connect every day. She also draws inspiration from some of the most successful businesswomen in Zimbabwe, like Pindie Nyandoro, the former regional Chief Executive of Standard Bank Africa South Central region, Charity Jinya the former Managing director for Nedbank Zimbabwe, Mandas Marikanda the Chief Executive Officer of the Zimbabwe Women's Microfinance Bank and Chipo Mutasa the former managing director of Telone.

"Learning and receiving training in the fundamentals of any profession you wish to pursue is the key foundation."

She also suggests that people should pursue careers that are compatible with their passions. This will enable you to follow your own dreams without being prodded by your job. Roselyn also says not to be afraid of making errors because she thinks you learn more from them.



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Matilda Nyathi | The Chief Marketing and Corporate Affairs Officer of CBZ Holdings Group

The CBZ Group is one of the largest financial institutions in Zimbabwe, with subsidiaries in banking, insurance, investments and agribusiness. The brand is associated with a professional and yet accommodating environment that collectively brings in a diverse community of skills to serve various customer segments meet their financial goals.

Matilda Nyathi is the Chief Marketing and Corporate Affairs Officer at CBZ. Her role is to oversee the development and execution of the Groups' marketing and corporate affairs strategy to achieve the institutions' business objectives. She leads a team of highly skilled and creative marketing professionals whose responsibilities revolve around promoting the Groups products and services and brand in order to attract and retain customers which they call partners. Matilda's role also involves establishing strategic collaborations and partnerships with other organizations and stakeholders to expand the company's reach and grow brand visibility. She oversees the Groups Contact Centre which handles the company's omnichannel customer support.

Working for a leading brand brings with it numerous obligations and high expectations from various stakeholders, Matilda says her experience gained over the years in the industry and calm demeanor has prepared her for the role and is grateful for the support system she gets to tap into to deliver on her mandate.

"I really enjoy my work and moreso working for an organization that is customer centric in its values, operations and has a leadership team that believes in creating successful partnerships with all our stakeholders. CBZ is an organization that is for delivering customer propositions that resonate with our customers and differentiate us from competition."

According to her, Matilda has always enjoyed tapping into her creative side whilst working and collaborating with people hence immediately after finishing high school she then enrolled for marketing. "When a friend introduced me to the concept of marketing I immediately developed a passion for it. The idea of understanding customer needs and creatively finding solutions to meet those needs excited me." Since her career in marketing started over twenty years ago, she has managed to be involved in four brand refreshes.

Matilda's educational background is a degree in marketing management with an MBA from Nottingham Trent University. She has completed a variety of training programs and courses throughout the years to help her in career growth. She actually began her career as a junior consultant in human resources and subsequently moved to working in the financial





“My relationship with God is my foundation that motivates me to be the person that I am and my family is my inspiration.”

industry, where she had the opportunity to start with the basics of marketing. Since then, she has worked for a number of local and multinational financial firms. She has been able to gain knowledge and experience from numerous parts of marketing through the years from working as a contact center agent, marketing assistant to managing and heading marketing and public relations departments.

“Consumer needs keep changing and as marketer it is about anticipating those changes and needs and providing solutions. Marketing strategies are continually evolving with new trends and technological advancement. We have to conduct researches to identify industry trends, customer insights and make decisions to enhance our marketing strategies. Our customers are looking for more convenience and value, faster turnaround times and they want to engage more and co-create the product.”

According to her, the world of marketing has also evolved, and now it's more about what you can contribute to the conversation than it is about gender or age. “Unlike when we started the more experienced and older marketers would make most of the decisions but these days younger marketers get to be consulted when the department is creating massive strategies.”

“Achieving a work-life balance is an ongoing process. Setting

clear boundaries as well as planning and prioritizing has helped me to a large extent. Seeking help from my team and colleagues on the job as well as from my supportive husband and family on the home front has come in very handy in easing some of the pressures and responsibilities. For me it therefore, it is all about the support system that you have that will allow you balance the work and the personal life duties.”

Matilda Nyathi is a Christian and acknowledges God as her pillar that has always helped her in growing her career through maneuvering the corporate ladder. “My relationship with God is my foundation that motivates me to be the person that I am and my family is my inspiration.”

In addition to the world of finance, Matilda is an emerging horticulture farmer. In her spare time, she spends time at their family plot where they cultivate horticulture produce for local and regional markets. She exhorts young people interested in marketing to realize that it is an exciting journey and that they should be confident of themselves and work hard whilst developing a humble mindset that allows them to keep learning in an ever changing world. Future Matilda sees herself as a valuable asset to her company, providing strategic marketing guidance and also creating powerful brands, both locally and abroad.

Customer Experience Management - *The Career Journey of* Rudo Chimbumu

Today, banks use content marketing, posting blog posts, videos, other awareness materials to draw in new clients and win the loyalty of current ones. With both business-to-business and business-to-customer clients, relationship building has become essential. In this industry, providing individualised services, running loyalty schemes, and generally raising client happiness are becoming essential tactics for success. The majority of banks now place a strong emphasis on customer experience. Banks today provide a seamless and satisfying experience at every point of contact with the consumer by utilising the internet. Customer-friendly websites, mobile banking applications, and an increased reliance on contact centres for customer assistance makes this necessary.

Rudo Chimbumu is the Assistant Manager of Customer Experience in the Group Marketing and Corporate Affairs department of CBZ Holdings. The administration of this department is charged with overall direction, coordination, quality control, and productivity of the customer experience within CBZ Holdings. Her duties include creating and fostering a high-level customer service culture and ensuring that customers are retained through excellent experiences at every touch point.





Rudo has a strong passion for banking and enjoys connecting with new individuals to share experiences and acquire fresh perspectives.



“I am also involved in managing and leading customer experience personnel, ensuring customer service goals are met, implement and monitor customer service benchmarks; addressing customer queries, complaints and suggestions, report and analyse operational effectiveness, and working with internal stakeholders to ensure service excellence.”

In order to maximise interactions between all subsidiaries and their customers, Rudo also organises, plans, and oversees the Group’s customer experience initiatives. Among the interactive initiatives is the recognition of annual international customer service week, executive and senior management customer immersions, cocktails, customer service recovery and many more.

Rudo is enthusiastic about banking in general and appreciates

meeting new people with whom she can exchange experiences and gain new insights. Since joining Beverly Building Society in 1980, Rudo has worked in the financial industry for more than 40 years. Rudo was Beverly’s first black female teller. Over the years she progressed through the organization’s levels to take the position of Regional Manager within the Building Society until its merger with CBZ Bank in 2009.

“My appreciation goes to Edna Mukurazhizha of Women Excel who inspired attendees of the 2018 women excel conference to soar high despite the odds. She was celebrating an older woman than me who had just earned a university degree at the time. I was inspired to study the most recent marketing trends, so I immediately enrolled with the Institute of Marketing Management (IMM) for the Bachelor of Business Administration

(BBA) in Marketing Management.”

Whilst studying Marketing Management, she also pursued training modules with Chartered Institute of Customer Management (CICM) to support her training function within the Group.

Rudo appreciates having access to such a large organization’s cutting-edge technologies and wide network. She was exposed to intricate financial transactions throughout decades of employment and has worked with a broad range of clients. She claims that because retail banking, asset management, and insurance are at the core of the Group, she has been able to receive a lot of exposure to the many goods and services provided. “Working in a bank offers both challenges and opportunities, the experience will however vary with responsibilities and personal goals”

Rudo prides in having high achievers pass through her mentorship and training programmes at work. “Those who have passed through my mentorship and training have gone on to become key employees capable of offering excellent service to our valued clients and raising the CBZ brand.”

As the bank made sure that 360-degree branding and accessibility was on all touch points, Rudo was a member of the team engaged with the contact centre deployment. She advocates for the customer service week festivities along with the other members of Group Marketing. As part of these group-wide festivities, Rudo Chibumbu ingeniously incorporates executive immersions, in which the Group CEO, Executives and senior management meet with employees and customers on the shop floor and respond to queries and issues that affect staff and customers’ experiences with the brand.



Back in the day before the digital era, most transactions that required manual interventions impacted on timeous service rendition. However, all that has changed with the adoption of digital channels, according to Rudo. “CBZ Holdings’ website, mobile application, Facebook page, Twitter handle and WhatsApp numbers have led to greater engagement and ability to reach customers in all parts of the country and even beyond.” The internet enhanced strategies have allowed for proper personalisation of CBZ services and the strategies are now tailored towards customer preferences and behaviour. Banks, CBZ included, are now more customer centric and apply Customer Relationship Management (CRM) systems without major challenges.

“Some of my biggest inspirations are women who have defied the odds, ventured into male dominated leadership positions and sectors and have handled these roles with success. Amongst a variety of these women, I can eagerly mention three women who have become my reference point that the sky is the limit and anything can be accomplished.”

- Dr. Chipso Mutasa’s previous leadership at RTG and TelOne and currently the Chairperson of Air Zimbabwe board of directors.
- Dr. Grace Muradzikwa who previously led NICOZ Diamond as its Managing Director and currently leads the Insurance and Pensions Commission (IPEC).
- Professor Hope Sadza who is the Founder and Founding Vice Chancellor of the Women’s University in Africa.

Rudo believes that nothing comes easy unless you challenge society’s patriarchal systems and misconceptions about who you are. “You have the world at your feet and you can win the game with the right attitude, hard work and personality.” “Today the youths talk about “soft life”, but all that glitters is not gold. Determination and hard work pay off, channel your energy at the right things, build a career, a legacy that will be cherished by many and that will become a lesson to your own people.”

Living On Purpose with **CHIPO MASHINGAIDZE** as She Narrates Her Career Journey

I've always said that I entered marketing through the back door, but on further reflection I think I didn't choose marketing - marketing chose me. I say this because of the long-winded route that I took to get to this profession in which I have learnt and grown - a profession that I thoroughly enjoy because of the opportunity it gives me to be creative and dynamic while making a meaningful difference in organizations. Marketing was not even on my list of choices when I applied to university after my A levels.

At that time, one of the most commonly used sources of information to find a career was society itself: knowing people who were in particular careers and talking to them and seeing whether their career could be your career. So, when I selected my top three career paths for university, I selected law as a first choice, psychology as my second choice and a BA in English as my third choice. I didn't make the grade for Law and I selected to pursue a BA in English and Psychology.

Because I had a degree in English, at graduation, I was offered a job as the Assistant Editor of a woman's magazine called "Just for Me". I was in that job for nine months before I got an opportunity to join the Corporate Relations department of Old Mutual as editor of their in-house magazine and as the PR officer responsible for their various outbound communications.

Now that I was sitting in this PR position, and was starting to understand what it was about, I decided to pursue studies in Public Relations so that I would be more proficient in the performance of my tasks. I registered with the Rapid Results College and started my studies.

After the PR studies, it made sense to proceed to study Marketing. So, I registered with the Institute of Marketing Management in South Africa and did a diploma in marketing. That was my long-winded route into the marketing profession.

Since then, I have worked for Old Mutual, SMM holdings and OK Zimbabwe Limited, among other companies. I have undertaken consultancy work for the Nyaradzo Group, Securico Security Services, Clarion Insurance, Unilever SE Africa, Cairns, AMTEC Motors, IGI Insurance, Cresta Hotels, the Institute of Chartered Accountants and many other organizations.



Marketing was not
even on my list
of choices when I
applied to university
after my A levels.





“Living on Purpose” came up in the course of my marketing work. I had been in the industry for a number of years when one of my employers wanted some training in an area that had not been addressed in the company before; so, there was no module for it. We didn’t have anything immediately available with which to assist them but something in me was prompted to take on the challenge. It became a pet project in my free time and I would sit up late at night working on this module. It was both stimulating and satisfying. When I had completed the module, I was given the opportunity to deliver it.

That was the first time that the power of purpose hit me in a significant way. Before then, I had understood it theoretically and believed it to be true. But this experience brought it home in a way that I could never doubt. I had literally stumbled into my purpose. From that time on, I was different, although I did not deliberately start activating “Living on Purpose” until years later. Still, I took every opportunity I was given to teach, share, lecture and coach.

In my professional life, I kept up my marketing, which I felt naturally gifted at and enjoyed very much. It was stimulating for me because it gave me the opportunity to think creatively and engage with people.

At the time, I believed I had to focus on only one thing and have one identity in the marketplace. So, it had to be marketing because that is what I had studied and had been developing for years. I felt that I couldn’t suddenly add this new label to my name and confuse the market. After all, as the saying goes, “A jack of all trades is a master of none”, right? Not quite!

Discovering the full saying was liberating for me. “A jack of all trades is a master of none, but often times better than a master of one.”

Since then, I have happily continued to pursue my marketing activities through my consultancy firm 40.7 Blueprint and started building my coaching career as @chipoonpurpose. I have registered a coaching institute (to be launched soon) through which I would like to help people in partnership with a number of my coaching counterparts.

My most impactful period in my corporate career was probably my six years at OK Zimbabwe because I was holding a position that allowed me to make suggestions that could be heard by management and be followed through. However, I think my most nurturing years were the earlier years of my marketing career, particularly my six years with Old Mutual.

I joined the retail sector in 2008 when there were very few goods in stores, believing that this was the best time to learn. From the outset, my mind was tuned to seeing where I could contribute.

During my induction period, as I was being introduced to the different branches of our company, I noted that some outlets with very low stocks were running generators all day with no sales to account for the fuel spend. I requested the sales figures and the fuel allocations for a certain period and tabulated the information with a basic suggestion as to how fuel might be allocated in relation to the potential return from sales, and I sent my tabulation to my boss with a brief note. When he called me to ask where the tabulation had come from, I knew I had done the right thing.

In my years in retail, I was able to propose and action the brand repositioning of the Bon Marche store brand, introduce the Shopper's Choice in-house brand and bring the OK Grand Challenge to the people in a new way by having the prize-giving ceremony at the First Street store for the public to experience and capture. It was also very exciting to be in the marketing driving seat as we launched the OKmart store brand.

As a consultant, I was honored to be part of the team that undertook the first publicity campaign for the Nyaradzo Group with Nazarene Kurebgaseka and her team. While I handled the public relations side, Nazarene and her team took charge of the advertising side, with Nazarene coming up with "Sahwira Mukuru" pay-off line during one of our brain-storming sessions.

With the ICAZ Centennial Book, I was honored, when the author, Mr. Nyasha Zhou asked me to be involved in the conceptualization of the book and later, in the launch campaign. Initially, the idea was to have a major launch event in Harare with live broadcast to the other nine provinces of the country. As we worked on the logistics, I felt that we might not achieve the reach that we wanted if each province did not have its own physical experience with the book, the authors and the launch team. We immediately re-strategized to a launch

tour rather than a launch event. So, from May 2022 to July 2022, we not only created conversation around the book, but the team was also able to capture feedback about both the book and the Institute from the ten provinces of the country.

I keep pursuing my dream to make an impact in my spaces of gifting through my work and the organizations I have set up. It's a tough journey where you learn as you go, but I am grateful that I have incredible fore-runners to who I can look and forge ahead, believing that "I, too, can make it".

Myles Munroe once said, "work to go to your grave empty". I was late in starting but I certainly plan to go to my grave having emptied myself of the gifts that God gave me to share with the world. You keep going until God stops you. Nothing else must be given permission to stop you.

One thing I have learnt is that one cannot do life alone, neither can you do it with a crowd. For me, life is best done with a close and intimate group of family, friends and associates who will stand with you where standing is required, open doors where doors need opening and call you out unreservedly and unashamedly when you stray.



“work to go to your grave empty”.

- Myles Munroe



Unveiling the Journey from a *Graduate Trainee* to an Award-Winning Marketing Manager

PATIENCE DINGANI

Embarking on a career path can often feel bewildering, as uncertainties and challenges lurk around every corner. However, for Patience Dingani, the journey to becoming an award-winning marketing manager was nothing short of a transformative experience.

Tell us a little bit about yourself and your career in marketing? How did you end up at Delta Corporation?

I joined Delta Beverages in 2004 as a Graduate Trainee IT, having studied Computer Science & Psychology at the University of Namibia. In my past 19 years within the company, I have held numerous roles in various departments.

- Business Analyst (IT)
- Channel Officer (Sales)
- Marketing Services Manager (Insights - Marketing)
- Brand Manager (Carling Black Label & Chibuku)
- Marketing Manager Sorghum Beer Business (Regional)

What made you fall in love with the world of marketing? What particular moment in time pushed you to pursue this as a career? After all, we all wanted to be Doctor's growing up, right?

My journey into the world of marketing began as a Marketing Services Manager. Drawing from my background in Psychology, I developed a strong affinity for market research and insights. Steering brands like Chibuku and Carling Black Label deepened my connection with marketing, solidifying my interest and expanding my horizons within the field. What captivates me about marketing is its inherent versatility. It fosters creativity and problem-solving, and its ever-evolving nature keeps me engaged.

Over the years, I have garnered substantial experience across diverse roles. This trajectory has equipped me with invaluable insights and skills, which I believe set a solid foundation for my continued growth in the marketing space.

I possess a strong commitment to continuous learning and expanding my horizons in the field of Marketing. To this end,

I intend to enhance my knowledge by undertaking Marketing courses such as the ZimChartered Marketer Program offered by MAZ. Digital marketing holds particular interest, and I aspire to pursue digital-focused courses in the foreseeable future.

What did you learn from previous roles and how do you apply experiences in your current role at Delta?

My past roles have provided a robust foundation in both Commercial and Marketing aspects. In IT, I gained insights into systems and analytics, spearheading various projects that enhanced business systems. My Sales experience illuminated the nuances of trade execution and channel development, equipping me to drive sales excellence at the point of consumption.

Recognizing that insights are the bedrock of success, I learned how insights, through market tests plus audits bolster our ability to formulate effective brand and commercial strategies. A profound understanding of consumers, informed campaigns tailored for the Carling Black Label's target audience.

In the realm of brand management, I honed skills in brand development and campaign creation. I am particularly proud of Chibuku's achievements at the Super Brand Awards.

In my current role, I manage operations across three distinct countries: Zambia, South Africa, and Zimbabwe. Witnessing Chibuku and regional brands thrive in these diverse African markets is truly exciting. Our strategy revolves around aligning brand campaigns while still honoring the individual essence of each market. This approach ensures that our messaging resonates authentically with local audiences while maintaining a cohesive brand identity. Overseeing this regional scope has been instrumental in enhancing my expertise in navigating cross-market brand management.

These collective experiences enrich my role at Delta, empowering me to navigate the intricacies of marketing and commercial strategy with a well-rounded perspective.

Are there specific challenges you have faced as a woman in marketing and how did you overcome them?



Balancing work and family life was tricky when my kids were young, but I had a solid support system. I strive to assist women at work who might face similar challenges.

What were some failures or difficulties in launching a product or campaign that you faced and what did you learn from that?

One common challenge in launching campaigns is achieving full market understanding and acceptance. From this, I have learned the importance of gathering thorough consumer insights and ensuring all necessary components are aligned before the launch. Meticulous pre - launch groundwork is pertinent. Evaluations post launch are vital in addressing any challenges and allow for corrective action.

What emerging marketing trend excites you?

I am excited around developments in the digital space in the areas of user generated content and short form videos. These have enabled meaningful connections with consumers. In essence, these trends showcase the marketing field's dynamic nature and its imperative to adapt.

What are your thoughts on Marketing and Sales alignment? How do you align your Marketing and Sales team at Delta Corporation?

I consider Marketing and Sales alignment paramount. To achieve this at Delta Corporation, we prioritize consistent communication and engagement with our Commercial/Sales team. Our alignment process begins early in the planning stage, fostering cross-functional collaboration from ideation to finalizing Brand and Commercial plans. We conduct weekly and monthly meetings, where Sales teams are briefed on Marketing Campaigns prior to launch, ensuring a seamless and synchronized approach throughout the process.

What advice would you give to the next generation of women marketers?

As you progress in your career, regardless of your role, maintaining respect for those you encounter is essential. Embrace risks and pursue your passions boldly. Remember, you are your own brand; nurture it. Stay receptive to learning and dedicate yourself diligently. In the face of obstacles, do not give up. Have faith in your abilities and persevere.



ELAINE NGADYA

Empowering Communities Through Solar Energy

From a Single Parent Household to a Multi-Award-Winning Entrepreneur, Elaine Ngadya's Inspiring Journey

In the realm of entrepreneurship, there are individuals who not only defy odds but also inspire others through their unwavering determination and passion. Elaine Ngadya, the CEO and founder of Elaine Marketing and Promotions T/A Elaine Solar Africa, is one such entrepreneur. Balancing her role as a mother to four young boys with running a successful business for over a decade, she has transformed her company into a beacon of hope for communities in Zimbabwe. From humble beginnings to becoming an award-winning leader in the male-dominated solar industry, Elaine's story is one that resonates with perseverance and empowerment.

From Marketing to Solar Power:

Elaine's entrepreneurial journey began with her marketing company, Elaine Marketing and Promotions. In 2015, she recognized an opportunity to make a greater impact by venturing into the solar industry. Thus emerged Elaine Solar Africa – a company dedicated to providing solar home systems to farmers and the rural populace in Zimbabwe. Even before securing funding support from the African Enterprise Challenge Fund (AECF) in 2020, she had already sold over 10,000 solar home systems.

The AECF Grant: Empowering Communities:

With the grant from The African Enterprise Challenge Fund (AECF) awarded in 2020 came new possibilities for growth and impact. Armed with financial aid and renewed determination, Elaine expanded her reach across Zimbabwe. To date, she has successfully sold over 7,000 additional solar systems – bringing reliable electricity access to thousands of households in the rural populace through pay as you go.

A Woman-Led Social Enterprise:

Elaine Solar Africa stands out as not only a successful business but also as a woman-led for-profit social enterprise. Under Elaine's leadership, the company has positively impacted over 64,000 individuals since receiving funding from AECF. By

providing clean energy solutions to rural communities previously reliant on fossil fuels or unreliable electricity grids, she is transforming lives.

Overcoming Challenges & Inspiring Others:

Raised as an only child by a single parent and without the opportunity to attend college, Elaine defied societal expectations and pursued her entrepreneurial dreams with unwavering determination. Her story serves as an inspiration to young women, proving that no matter the circumstances, one can achieve greatness. Today, she leads a team of young, talented individuals who share her vision for a brighter future.

Expanding Horizons:

Elaine's entrepreneurial spirit knows no bounds. In addition to Elaine Solar Africa, she has established two more companies: Elaine Advertising and Elaine Tech, which now fall under the umbrella of the Elaine Group. This expansion demonstrates her commitment to diversifying her business ventures while staying true to her core values. With a strong team of talented individuals by her side, she continues to make strides in various industries.

Inspiring Future Generations:

As a woman operating in a male-dominated industry, Elaine is passionate about inspiring young women to break barriers and pursue their dreams fearlessly. She firmly believes that no matter what challenges life presents, the sky is not the limit. Her story serves as an inspiration for aspiring entrepreneurs everywhere. She always says "if life gives you lemons make lemonade".

Innovating for Affordability:

With funding from AECF, Elaine developed a pay-as-you-go software called ESA Paygo. This ground breaking innovation enables customers to purchase solar systems on credit, making them affordable and accessible to even more people across the



Elaine's journey exemplifies resilience, determination, and empowerment.

country. Through an extensive agent network predominantly comprised of women, she has also created employment opportunities within local communities.

Recognitions and Awards:

Elaine's remarkable achievements have not gone unnoticed by industry experts and peers alike. In 2023 alone, she was honoured with multiple awards including Platinum Winner for Best Women in Engineering, Gold Winner for Woman Rising Star Award, and Platinum Winner for Leadership Award – solidifying her status as a multi-award-winning entrepreneur.

Gratitude towards Supporters:

Elaine remains grateful to God who made it all possible and those who believed in her dream when it was still taking shape—The Africa Enterprise Challenge Fund (AECF), Her husband

Mr Ainos Ngadya, women like Mrs. Hope F Marere and Mrs. Josephine Mutsamwiri. Their unwavering support played an integral role in shaping Elaine's journey towards success.

Conclusion:

Elaine Ngadya's journey is one that exemplifies resilience, determination, and empowerment. As she balances running a successful business with being a devoted mother to four boys under seven years old, she proves that it is possible to achieve both personal fulfillment and professional success. Through her company's commitment to providing affordable solar solutions and impacting thousands of lives across Zimbabwe,

Elaine is not only illuminating homes but also inspiring young women everywhere that there are no limits when it comes to pursuing their dreams.



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Running a large Digital Media Corporation: **VONGAI MUZENDA**

AB Communications is one of the largest and fastest growing vertically integrated media companies in Zimbabwe. Its vision is to be the leading creator and distributor of content through the development of unparalleled online, on-air, print and outdoor media in Africa.

Vongai Muzenda is currently the Managing Director of AB Communications and she is responsible for developing a brand voice and maintaining brand integrity across all platforms. This entails offering, motivating, and inspiring leadership to enable the work and commercial innovation of all personnel to grow while supervising the company's financial performance, investments, and other business activities.

"I am a marketing person that is passionate about making a difference in people's lives. I understand media – radio, outside billboards, newspaper, and film production. Having studied Mass Communications at Harare Polytechnic, a holder of a degree in marketing from IMM and an MBA with the Midlands State University. My marketing experience spans over a period of 28 years."

Vongai Muzenda had always planned on pursuing a career in law, but had to pivot because she could not get a university place. She then studied journalism at Harare Polytechnic. "Little did I know this would expose me to a world full of endless opportunities and become the love of my career life as I now lead in media marketing."

"I focused my career in media marketing because I am an adrenalin junkie and love being kept on my toes, the environment is fast paced, dynamic and varied and media allows me to have fun whilst at the same time doing work." According to Vongai, a media marketing profession can be varied, offer a variety of options, and cross multiple industries. Through the various networks and connections they form while carrying out their work, according to Vongai, she has the option to participate in prestigious events rather than just watch from the sidelines.

Over the years, she has worked for various organisations in marketing and sales including Shear Water Adventures, Amtec Motors, Creative Computers, Zimbabwe Broadcasting Corporation and AB Communications.

Vongai had to learn a lot about herself along the way, including her strengths and weaknesses, which have helped to mould her into the person she is today. The focus of Vongai's work is on people, connections and making significant



I focused my career in media marketing because I am an adrenalin junkie and love being kept on my toes, the environment is fast paced, dynamic and varied and media allows me to have fun whilst at the same time doing work



contributions through teamwork. She has had the honour of getting to know people from all backgrounds who have collaborated with her to achieve lasting results. “Through my work I continue to leverage relationships towards a shared vision, working with others to create a positive impact on the stakeholders I serve.

She served on the founding teams of three regional stations, Hevoi FM and 98.4FM, as well as ZIFM Stereo from 2012. The investment conference between Zimbabwe and Rwanda was started by her team and was eventually conducted in 2021. She was in charge of the team that successfully managed the presidential elections in Malawi in 2019 and Zambia in 2017 by utilizing a brand-new kind of mobile digital entertainment called truck ads.

The ability to impact people's lives on a daily basis through the material and messaging that is shared through their platforms is one of Vongai's many triumphs. Working for such a big media company has its challenges, but she has had the privilege of leading a group of young, transformative people who aren't hesitant to push the envelope in their desire to create a multinational company.

Vongai believes the future of marketing and communications is being shaped by advances in technology, shifts in marketing methods and audience engagement. According to her three trends that are likely to take center stage and play a big role in the future of Marketing and Communications are fine tuning of content marketing by Public Relations Specialists, Live Video Marketing and the evolution of social media marketing.

“As we move further into the 21st century, how we communicate and market to consumers is rapidly transforming. The rise of digital technologies and social media platforms has completely changed the communications and marketing landscape. As such, brands must adapt to stay relevant and connect with their target audiences.”

Forbes also predicts that the Covid-19 pandemic will continue to have an impact on marketing, its impact could shape everything from the role and responsibilities of the Chief Marketing Executives to the pressure on marketing to effectively support recruiting efforts, sales and lead generation goals and organizational exit strategies.

Vongai Muzenda's wish is for fellow marketers to continue to develop an attitude of gratitude. “Accepting our reality and doing our best to make things better whilst respecting others as they are.” According to her, it is advantageous to support God's great commission, which is his mission of grace. She also exhorts individuals to take action and see everyday meetings as opportunities to love others extraordinary and unconditionally.



As we move further into the 21st century, how we communicate and market to consumers is rapidly transforming. The rise of digital technologies and social media platforms has completely changed the communications and marketing landscape.



Banking Customer Experience 101 from Fiona

Building trust, keeping clients, and fostering corporate growth all depend on providing excellent customer service in the banking industry. African nations and even different banks within the same nation have dramatically varying banking consumer experiences. However, there are a few widespread tendencies and difficulties that merit discussion.

Customer experience is the field of expertise for Fiona Mapata. Currently serving as the Quality Assurance Manager for the Contact Centre & Digital Marketing department at CBZ Financial Holdings, one of the nation's Leading Financial Institution. She has 12 years of experience, the majority of which she spent working in several industries like banking, fast-moving consumer goods (FMCG), and telecommunications. Fiona formerly worked with brands like Meikles Limited, Delta Corporation, Dandemutande Investments, and NetOne Pvt Ltd.

Because it gives her the opportunity to improve customers' experiences, Fiona was drawn to the customer service sector. She can add to client loyalty, happiness, and overall satisfaction by providing excellent customer service. "It's incredibly rewarding to know that my work directly influences customer perceptions and interactions with the brand"

The key factors that contribute to a positive banking customer experience include user-friendly digital channels, this includes a user-friendly website, a mobile app with robust features, and responsive customer support through digital channels. Another is Personalization where banks can use customer data and technology to provide personalized recommendations, services, and offers. Personalization enhances customer engagement and demonstrates that the bank understands and values each customer's unique needs.

Furthermore, providing excellent customer service is critical which is where Fiona is mainly attached to. This includes having knowledgeable and helpful customer support representatives available through various channels, such as phone, email, chat, and social media.

"Being able to attach your name to the leading Financial Institution (CBZ) and its reputation just feels good and secure. It's hard to find that one organization whose Values and Culture align with your own. There is this self-validation and sense of accomplishment that comes with it."

In one of the Contact Centers at her previous job, according to Fiona, there was a glaring absence of a formalized Quality

Assurance function. Fiona is delighted to have been a member of the group that took the initiative to create a structured Quality Assurance function at her previous job and to be one of the few individuals to have a Quality Assurance position in the country's Contact Centre community. "I was able to demonstrate my abilities, knowledge, and commitment to enhancing the general customer experience over this difficult but gratifying journey. "

According to most marketers being a Marketer requires you to be hands on and in Fiona's opinion work life balance poses obstacles for female marketers in Zimbabwe with the lack of supportive policies and workplace practices in some organizations. This will then affect the delivery of a comprehensive customer experience. In some cases, the unstable market conditions affect the execution of marketing strategies and budgets. Despite the difficulties, females in marketing have demonstrated fortitude and tenacity in conquering adversities. According to Fiona, over the years, Zimbabwe has witnessed many successful brands with female leadership, which is unquestionably encouraging. An environment that encourages women in marketing to prosper and fully contribute to the industry can be created by including more women, providing the appropriate resources and support, and eliminating systematic disparities.

Fiona goes by the mantra "We don't stop learning". Her ambitions in growing her Customer Experience (CX) career center around continuous learning, leadership development, data-driven insights, customer-centric innovation and thought leadership. By pursuing these goals, she aims to make a positive impact on CBZ's customer experiences, business outcomes, and the broader Customer Experience CX profession.

Fiona is largely inspired by Lisa Ford, one of the world's most prominent Customer Experience professionals. Lisa Ford is widely known by her mandate which says "A relationship is all that we got to have, to gain that loyalty". This resonates so much with CBZ brand, where they have shifted from being operational to experience. "As CBZ we deeply value the connections we have established throughout the entire customer journey."

She became involved in the Customer Experience (CX) field because she is passionate about the emotional impact she has on others. Fiona is now finishing up her MBA and PCDM in digital





I strive to avoid unnecessary stress or overworking myself by prioritizing my tasks and organizing my schedule

marketing. She has earned certifications from CICM Global as a Certified Customer Experience Practitioner, Certified Customer Service Practitioner, and Certified Contact Centre Practitioner. She has got comprehensive training in subjects like Customer Experience Management, Service Excellence, Total Quality Management, and Customer Engagement for Business Growth.

According to Fiona, work life balance is never easy especially for a 24-hour center. “I strive to avoid unnecessary stress or overworking myself by prioritizing my tasks and organizing my

schedule.”

Fiona advises marketers who are just starting out in their careers to focus on constant improvement. Customer experience and brand experience are continual processes of improvement and evolution rather than one-time projects. Customer experience professionals must adjust as customer expectations and market dynamics shift and consistently improve the overall experience to be competitive and distinguish their brand.



Driving Success: The Honest and Diligent Marketer

DELPHINE DZVUKE

In the dynamic world of motor sales, where innovation meets tradition, one woman has risen above the rest, steering her way through challenges with unwavering determination and a flair for communication.

Meet Delphine Dzvuke, a true trailblazer in the realm of marketing and communication for a leading motor sales company.

Her journey is one of inspiration, dedication, and the power of breaking barriers.

She was the second of seven siblings, and her responsible and obedient nature set a path that her brothers and sisters admired.

"I am the second born child in a family of seven (7) children three girls and four boys, the eldest daughter coming after my elder brother. I attended Tamuka Primary school in Chitungwiza from grade 1 up to 7 and Mabelreign Girls High School from form 1 up to 6. I grew up a responsible and obedient child such that my siblings looked up to me," Delphine said

While nursing and teaching were popular career choices, she desired something distinct, something that would define her as an individual and lead her into the dynamic world of business.

"As I was growing up, I always felt this edge of becoming a successful woman carrier wise. The nursing and teaching professions were popular then and perceived as affluent professions (not that I'm taking anything away from the two.)" she said.

Her childhood heroes were women who broke barriers, like Busi Chindove and the late Alice Chavhunduka, English newsreaders who inspired her to aim high.

It was her father's firm belief in her and his commitment to equal opportunities for boys and girls that gave her the confidence to soar with her mother shaping her character.

"My father had a lot of influence which assisted me in deciding on my carrier path. He saw a lot of potential in me and always encouraged me to reach for the sky.

He believed in equal opportunity for both boys and girls. My mother on the other hand played a big role in building and moulding my character. Through all this I learnt to be confident, hardworking and resilient. I was not deterred, kept working hard

with the highest level of confidence until all concerned realised that a woman can also produce results." said Delphine

Working in the male-dominated landscape Delphine's journey wasn't without its share of hurdles, but she refused to be discouraged.

"The major challenge I have faced is that of gender discrimination. At some point I really felt the pain when a male counterpart was given a certain senior executive job ahead of me. I was more qualified and experienced but that was ignored merely because of gender and stereotyping. Even though I was given a significant raise, it did not mean much, all I wanted was the recognition and appreciation.

"When the country experienced the first hyper inflationary economy. It was difficult to operate in such an environment business. Most of my colleagues resigned, I and a few others soldiered on until things were back on feet.

"I am proud of past achievements and the hard work I have put into it. In 2012 I was awarded Nissan Brand and Sales Manager of the year. I have also established business contacts within the corporate world, I'm able to communicate with different management levels be it Executives, Directors etc.," she said

Losing her first job initially seemed like a setback, turned into an opportunity to further her studies. She used continuous training, coaching, and delegation to inspire her team, nurturing a culture of resilience and professionalism.

Delphine's marketing campaigns are a testament to her creativity and strategic thinking.

She understands the importance of aligning campaigns with customer needs and objectives as she spearheaded an awareness campaign that boosted vehicle sales and service business.

Delphine says mentorship played a pivotal role in her personal and professional growth and she has embraced diversity and inclusion in her marketing and communication initiatives, recognizing their importance in today's world.

One memorable trip to Mutare on the last day of a tender marked a turning point as it not only secured initial business but also repeat customers, illustrating her ability to turn challenges into opportunities.



DELPHINE DZVUKE

Collaborating with a local retail company in a campaign brought success to a leading motor vehicle sales company she was attached to and the retail company with sales soaring, illustrating Delphine's discipline, professionalism, and diligence.

Facing unrealistic targets only fueled her determination in the ever-demanding marketing and communication profession.

In 2022, Delphine's exceptional achievements were recognized when she was awarded the title of "Zimbabwe Iconic PR and Marketer."

Her advice to aspiring professionals, Delphine urged them to stay focused, goal-oriented, and resilient.

Delphine's love for meeting people, keeping up with business trends, and the occasional late-night work pressures keep her energized.

Outside of her marketing career, Delphine is a talented chorister and an active member of her church choir.

Her drive for business and her family's unwavering support, especially from her husband, keep her motivated.

Delphine has not only succeeded in a male-dominated industry but also left an indelible mark on the world of marketing and sales.



**From Advisory to Marketing
ECONET WIRELESS GM
OF DIGITAL SERVICES &
ANALYTICS**

**SITHEMBUBUHLE
NYATHI'S**
*Unconventional
Journey*

Many successful women marketers have embarked on their journeys from diverse backgrounds and industries. They bring a wealth of knowledge and experience that enriches the marketing landscape. One such inspiring individual is Sithembubuhle Nyathi, the General Manager of Digital Services & Analytics at Econet Wireless. Sithembubuhle's career started in Advisory at KPMG before transitioning to product management and business intelligence at Econet. Her passion for analytics and technology innovation led her to discover the exciting world of marketing.

In today's rapidly evolving world of marketing, women are making significant strides and breaking barriers to reshape the industry. With their unique perspectives, creativity, and determination, women marketers are driving innovation, embracing new technologies, and leading the way in customer-centric strategies. In this interview we will explore the experiences, challenges, and successes of Sithembubuhle Nyathi and how she is shaping the future of the industry.

Tell us a little bit about yourself and your career in marketing? How did you end up at Econet?

My career started off in Advisory at KPMG and I joined Econet specializing in product revenue assurance and maximization. After which I transitioned to the group operations office and proceeded to product management and business intelligence which is where I started my journey in Marketing and have enjoyed it ever since.

What made you fall in love with the world of marketing? What particular moment in time pushed you to pursue this as a career? After all, we all wanted to be Doctor's growing up, right?

The opportunity to anticipate customer needs before they conceptualize them is what drove my decision to venture into Marketing. Consumer targeting is driven by consumer micro-segmentation and hyper-personalization and analytics a key is of interest for me. I have always enjoyed product development & analytics and Marketing presented an opportunity to mirror my passion and drive business performance through AI & ML based analytics and data driven decisions.

You have accumulated an envious amount of experience having worked for a couple of years. What did you learn from previous roles and how do you apply experiences in your current role at Econet?

I have learned a lot from my previous roles, both in terms of professional skills and personal development. Some of the most important things I have learned are problem solving, leadership, adaptability and the importance of execution & delivery. I am confident that my previous experiences have prepared me well for my current role at Econet. I am always willing to learn new things and confident that I can make a significant contribution to Econet and help the company achieve its goals.

Are there specific challenges you have faced as a woman in marketing and how did you overcome them?

The Marketing profession is quite demanding which requires delicate management to ensure a work life balance. However, with more experience in the field you develop processes and mechanisms to ensure a work life balance as a woman. Building

a strong network inclusive of family and women in marketing has helped me to learn from other women, get support, and find mentors.

Who is someone that helped you on your current path to becoming a marketing and communications leader?

My mentor the CCO at Econet who instilled and taught the following, customer centricity, the relevance & importance of AI & ML based data driven decisions and digital transformation & innovation-- change is the only constant. These are key lessons I apply in my day to day, and they drive efficiency and innovation in all I do. The voice & preference & behavior of the customer is key in Marketing after all you can only sell what the consumer is willing to pay for.

Data-driven decision-making is crucial to organizations as it enables accurate, objective, and informed decisions, improves problem-solving, results in valuable insights and predictions, enhances efficiency and productivity, increases competitiveness, mitigates risks, adoption of a customer-centric approach, and drives continuous improvement.

Transformation and innovation are essential for long-term success and business sustainability. Innovation drives operational efficiency & productivity, portfolio diversification, adaptability to change and differentiation. These are driven by cultivating an environment of creativity and ensuring continuous evolution/transformation.

What were pivotal moments in your career that contributed to your success?

My pivotal moments in my career were driven by my passion for analytics and the relevance to business performance and having a keen interest in technology innovation and transformation.

What were some failures or difficulties in launching a product or campaign that you faced and what did you learn from that?

I have faced a few failures and difficulties in launching products and campaigns. An example is a technical glitch that caused a product launch to be delayed: I was once involved in the launch of a new product that was delayed due to a technical glitch. This was a frustrating experience, but it taught me the importance of having a contingency plan in place.

I have learned a lot from my experience in the past, the importance of doing thorough research, testing, and planning. I have also learned the importance of being flexible and adaptable. Things change, so be prepared to adjust your plans as needed. I am confident that these lessons will help me to be more successful in the future. Continuous learning is important and will ensure successes in the future.

What emerging marketing trend excites you?

Emerging marketing trends are constantly evolving as technology advances and consumer behaviors change. The trends I believe to be significantly shaping the marketing landscape are:

1. Hyper-personalization- Consumers now expect personalized experiences and relevant content tailored to their specific needs. Marketers are leveraging data and AI-driven tools to deliver personalized messages, product recommendations, and dynamic content.
2. Influencer marketing: Social media influencers have become powerful brand advocates, allowing marketers to reach their target audience in more authentic and engaging ways. Influencer collaborations help brands build trust and credibility with their customers.
3. User-generated content (UGC): Consumers are increasingly becoming content creators themselves. Brands are leveraging UGC by encouraging customers to share their experiences, reviews, and opinions, which helps build trust and authenticity.
4. Augmented Reality (AR) and Virtual Reality (VR): AR and VR technologies are enhancing the customer experience by providing immersive and interactive content. Marketers are using these technologies to create virtual try-on experiences, virtual tours, and gamified interactions.

These are just a few of the emerging marketing trends that are shaping the industry. As Marketers need to stay updated and adapt to these trends to effectively reach and engage the target audience.

What apps/software/tools can't you live without?

Analytical tools to understand and predict customer behaviors. AI has had a significant impact on the marketing career, revolutionizing the way businesses approach advertising, customer targeting, and data analysis.

AI technologies enable marketers to process and analyze vast amounts of data quickly and efficiently. By leveraging machine learning algorithms, AI can extract meaningful insights from consumer behavior, preferences, and trends. This allows marketers to make data-driven decisions and improve consumer targeting and personalization of marketing campaigns. By leveraging predictive analytics, marketers can make informed decisions and align their strategies with future market demands. AI algorithms can analyze large amounts of data to generate content ideas, optimize headlines, and even

create entire articles. This automation streamlines content creation processes, freeing up marketers to focus on strategy and creativity. AI-powered curation tools also help marketers discover relevant content for sharing, enabling them to stay on top of industry trends and engage their audience.

AI-powered marketing automation platforms enable marketers to streamline repetitive tasks. By automating these processes, marketers can save time, improve efficiency, and focus on strategic initiatives that require human creativity and expertise.

Overall, AI has transformed the marketing career by empowering marketers with advanced data analysis capabilities, improved customer targeting, automation of repetitive tasks, and enhanced customer experiences. It has become an essential tool for modern marketers to succeed in a data-driven and highly competitive digital landscape.

What are your thoughts on Marketing and Sales alignment? How do you align your Marketing and Sales team at Econet

Aligning sales and marketing is crucial for the success of



any business. Aligning the teams will ensure, increased lead generation & sales conversion rates, operational efficiency, improved customer satisfaction and increased brand awareness. To align sales and marketing we foster open & regular communication between the teams and conduct regular feedback sessions. We have shared goals and key performance indicators (KPIs) that both teams can work towards to ensure alignment. KPI performance is measured and analyzed jointly with categorized shared accountability. Customer centricity drives our focus strategy, and we are aligned in training to enhance mutual understanding.

In this ever-changing technology business environment,

aligning sales and marketing is an ongoing process that requires continuous effort. Regular reassessment and refining of strategies to ensure ongoing alignment and success is necessary.

What advice would you give to the next generation of women marketers?

In the advent of new technologies such as AI the field of Marketing as a career has significantly transformed, it's more agile & efficient and consumer behaviors continue to shift. In the industry communication channels are transitioning and transforming daily with AI driven digital marketing taking center stage.

I believe that the next generation of women marketers has the potential to be even more successful than the previous generation. Upcoming women marketers will need to continuously upskill and drive efficiencies through the use and adoption of tools/apps & platforms. The shared economy and hyper-personalization will significantly influence marketing strategies going forward. Continuous learning and tracking the impact of technologies and knowledge evolution in this industry will set them apart. I'd say key considerations for success would be building strong & diverse networks, embracing lifelong learning, being confident & assertive and focusing on creativity & innovation.

Various factors played a role in Sithembubuhle Nyathi's decision to pivot to marketing. The ever-evolving digital landscape, coupled with her desire to embrace innovative strategies, propelled her toward this new frontier. Additionally, the opportunity to apply her analytical mindset to consumer behavior and market trends served as a catalyst for her transition. In conclusion, Sithembubuhle Nyathi's journey from advisory to marketing showcases the power of following passions and embracing unconventional paths. With her wit, adaptability, and determination, Sithembubuhle has set herself apart in the world of marketing, proving that excellence knows no bounds.

Women in marketing have made extraordinary contributions to the industry, driving innovation, and achieving remarkable success. Their unique perspectives, combined with their passion for data-driven decisions and customer-centricity, have shaped the marketing landscape. By embracing emerging trends, leveraging essential tools, and aligning marketing and sales efforts, women marketers continue to empower success and drive business growth. The future holds immense potential for the next generation of women marketers, who will lead the industry with their creativity, innovation, and unwavering determination.



A full-length portrait of Nyasha Tatenda Maturure, a Black woman with long dark hair, smiling warmly. She is wearing a bright blue blazer over a dark blue dress and a colorful necklace with blue, white, and gold elements. Her hands are resting on her hips. The background is a solid, warm orange-brown color.

Nyasha Tatenda Maturure: *A Beacon of Resilience and Leadership*

By Elia Ntali



With a radiant smile and unwavering confidence in the heart of the busy Harare, within the offices of First Mutual Health, a local medical insurance

company, Nyasha Tatenda Maturure stands as a shining example of dedication, resilience, and leadership.

Her journey from a humble upbringing to becoming a marketing practitioner is not just inspiring but a testimony to her commitment to personal growth and helping others.

Born and raised in Zimbabwe, Nyasha's educational path took her through various schools, including Hartley One Primary School, Sinoia Primary, and Monte Casino Girls High School.

Her thirst for knowledge led her to the National University of Science and Technology (NUST), where she pursued both her undergraduate and postgraduate education.

From an early age, Nyasha imbibed values that would shape her into the remarkable person she is today.

When asked about her role model, Nyasha doesn't mention a famous celebrity or public figure, instead, she proudly talks about her mother, a teacher with **"big dreams."**

"My mother is my hero and role model. She was a woman of integrity and focus and the lessons learnt from her are primarily the reason where I am today. In my journey I have gleaned from so many women and men of stature in various spheres and it would be a disservice to these greats to single out a particular person.

My parents emphasised on embracing the person you are, entrepreneurship, and having a

can-do attitude.

"The key lesson I learnt from them was all experiences good or bad are stepping stones to better yourself. As a teacher by profession my mother ran a tight ship encouraging us to read widely and be organised. My mother always encouraged me to take part in public speaking engagements and to write short stories - this is where the seed of being a marketer was birthed. She instilled virtues such as confidence, continuous self-development and integrity in me which are key for a marketer and any leader," said Nyasha

Life dealt Nyasha a challenging hand when she lost her mother at the tender age of 15 however, adversity did not deter her; it made her more versatile and resolute.

Nyasha's leadership journey began in church, where she was entrusted with leading the ushering department—a role akin to customer service and managing a team of 100 ushers and interacting with pastors was no small feat, but it honed her leadership and communication skills.

In her career as a marketing practitioner, Nyasha embraced the challenge of customer relationship management, working with individuals at all levels, from the lowest to the

highest which taught her the importance of tailoring her message to each person.

Nyasha says she is honoured to be the first female to head her department which is strategic in the business.

"I am the first female to supervise the client relationship management team of First Mutual Health. This role primarily entails management of key stakeholder such as key accounts and service providers. It is an honour to be entrusted with this strategic role in the business.

"As part of the mandate given, I have spearheaded the re-introduction of the USD products to the corporate client base in line with business goal of revenue diversification. This has resulted in significant increase in USD revenue for the business particularly this year.

"I am the first female to supervise the client relationship management team of First Mutual Health..."

“In order to optimise our team efforts, I have implemented a cost-effective client engagement framework which merges the use of traditional methods and use of digital platforms. This has enabled our team to customise service for our clients in a systematic way. This has reduced our churn rate and ensured retention of the key client base remains above 80%,” said Nyasha.

She reflects on her professional journey, highlighting the importance of overcoming the four “D’s” in leadership: doubt, demotivation, diversity, and disruption.

These challenges, she believes, can be managed through self-assurance, affirmation, creativity, and adaptability.

Nyasha’s approach to marketing is marked by creativity and relatability. She understands the significance of connecting with people on a personal level. For instance, during the COVID era, she and her team leveraged relatable experiences to encourage people to consider medical insurance.

Mentorship has been a guiding light in Nyasha’s professional growth and she acknowledges that mentors come in various forms, from teachers to colleagues.

“I stand where I am today because I stand on the shoulders of giants. I am privileged to work in an organisation which has a great management team whose ethos is continuous development and mentoring. Through this capacity building I am able to effectively engage stakeholders from the shop floor to executive level which is key in my role.

“My mentors are worldwide through access to reading books and attending conferences which has given me input from a local and a global perspective. I have enjoyed reading books by Simon Sinek, Robin Sharma, Sheryl Sandberg and John Maxwell to name a few of my “global mentors,” said the assured Nyasha.

Mentorship has played a crucial role in Nyasha’s professional development.

Nyasha’s approach to team building and leadership includes a keen understanding of diverse personalities and individual strengths.

Diversity and inclusion are not mere catchwords to Nyasha as she believes in studying her team, clients, and environment to tailor marketing strategies effectively.

Whether dealing with factory workers or professionals, she understands the importance of adapting her communication style and approach.

She emphasises the importance of taking bold decisions, when necessary, with the support and encouragement of her team and leadership.

Her dedication to helping people in their moments of greatest need underscores her passion for her work.

In terms of work-life balance, Nyasha acknowledges its challenges but emphasises the importance of time management, prioritisation, delegation, and self-care.

“It is an urban myth that a person can be the best at everything at the same time. It is thus key to have good time management skills to balance it all. It’s also key to get help on the home front and to take breaks to recuperate to ensure you achieve the best outcomes,” she said.

Nyasha’s approach to building and leading a team involves understanding different personalities and strengths.

She identifies lions as organisers, foxes as idea creators, cheetahs as action-takers, and bears as relationship builders and by recognising and leveraging each team member’s strengths, she creates a melodious and productive working environment.

In her parting words, Nyasha offers valuable advice to aspiring entrepreneurs: know yourself, know your strengths, build your network, and never give up.

She believes that success is not an event but a destination, akin to running a marathon one step at a time.

Nyasha Tatenda Maturure’s story is a beacon of hope for anyone facing adversity and striving for success. Her resilience, adaptability, and commitment to personal growth and helping others serve as an inspirational tale of leadership and determination in the world of marketing.

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From Dreams of Flight to Soaring in Marketing

By Elia Ntali

Another tour de force in the marketing world, Tecklar Derline Gwezere has the kind of story that is nothing short of inspirational. Born in a family of four girls, she grew up with a dream that was as high as the sky – she wanted to be a pilot. But life had other plans for her.

Tecklar's childhood heroes were her parents, who instilled in her the values of hard work and determination and their entrepreneurial spirit served as the foundation for her journey in business.

"My Childhood heroes have been my mom and dad. During my childhood time I so admired my parents. It was like they made it in life as they ensured that I was happy and comfortable. They were entrepreneurs, they worked hard to put food on the table and they always encouraged me to work hard. The way my parents raised me played a significant role in helping me decide my career path. They always wanted the best for me and were very supportive.

"I started selling at a very young age, starting with selling farm produce at home. I also managed to sometimes go to my father's small business which was sales oriented.

What I enjoyed most was when I discovered that marketing is the face of the company; it brings in the money... I felt belonging and that's a huge contribution my parents made on influencing my career path," said Tecklar

But life threw a curveball when her father passed away during her first year of university which found herself at a crossroads, with newfound responsibilities to support her family.

Tecklar worked tirelessly, balancing her studies, a full-time job as a retail officer, and helping her mother manage the family farm and small business.

"I can say the death of my father when I was in my first year of university influenced who I am in business today. Before he passed away he was always there, working hard to provide for us, but when he passed away a totally new page opened up in my life.

"I remember immediately after my father's burial sitting discussing the way forward without the family pillar. It was hard but it was clear that I had to be active and had to immediately come on board helping mum with running the farm and the business despite being in my first year at university.

"My days were split between work, university and the farm. It wasn't easy but it moulded the leader that I am today. Come third year, I did my attachment well and gave it my best. After my attachment, this was now 4th year at University, I secured a job immediately as a retail officer of a branch. At this time, I became a full-time student and a full-time employee. I could not let the opportunity slip away...worked hard both at school and at work. It was hard but looking at my journey I can only thank God and applaud myself for the endurance was worth it," she said

Challenging as it was, the traumatising period moulded Tecklar into the resilient leader she is today. Her dedication paid off as she completed her education and ventured into the business world.

She earned a Bachelor of Business Studies Honors Degree in Marketing from the University of Zimbabwe and later pursued a Masters in Marketing Strategy from Midlands State University. Along the way, she obtained numerous certifications from the Marketers Association of Zimbabwe.

One of her proudest moments in her career was being part of a business that received several awards and recognitions. These achievements bolstered her confidence and belief in the power of hard work and perseverance.

Tecklar acknowledges that her journey was not without challenges. She faced initial skepticism due to her youth and inexperience in marketing however, she overcame these obstacles through continuous personal development and mentorship.

"Going back to the drawing board and continuous personal development, mentorship helped me greatly to improve on my

day-to-day work. In the face of all negativity, I stood and fought for what I believed in and now it has paid off," Tecklar said.

Tecklar empowers her team by involving them and letting them take charge of projects and stays resilient in the fast-paced marketing industry through networking, research, and continuous learning.

Balancing creativity and strategic thinking in marketing is crucial, and Tecklar achieves this by maintaining an idea bank, involving fresh minds, and aligning ideas with business strategies.

Her innovative approach has led to exceptional results, particularly in launching new products and identifying opportunities for brand building.

Diversity and inclusion are key in her marketing initiatives, she works with diverse teams, communicates in multiple languages, and uses models from various cultures.

Tecklar's intuition has guided her to make bold decisions, even if they didn't align with standard expectations. She doesn't shy away from retrospection and revision.

Failure, to her, is a stepping stone, and she believes every mistake brings valuable lessons and has learned not to be too hard on herself but to reflect and improve.

Collaboration has been a cornerstone of her success, leading to breakthrough campaigns and opportunities with various associations and departments.

To aspiring women in marketing and communication, Tecklar says they should work harder than male counterparts, be objective, and always speaking your mind.

Challenging the status quo has been instrumental in her career, enhancing cross-functional collaboration and leading to successful launches of products and exhibitions.

One of her greatest achievements during the challenging Covid-19 era was surpassing set objectives through agility and perseverance.

Tecklar's friends describe her as a go-getter and amiable, reflecting her friendly and sociable nature.

For those desiring more in life and aspiring to be business acumen, Tecklar's words of encouragement are to step out of your comfort zone and embrace challenges, for they lead to success.

What she likes most about her job is the exposure it offers through travel and meeting new people every day. What she likes least is being away from home for extended periods.

And here's a lesser-known fact about Tecklar – she loves cooking!



The Inspiring Journey of **Ashley Eve Kudiwa**

From Sales Consultant to Regional General Manager at Econet Wireless

In the world of marketing and communications, Ashley Eve Kudiwa has made an indelible mark. Her career, which started as a Sales and Marketing graduate trainee, has taken her to the heights of success as a sales and marketing leader at Econet. Ashley, born in Bulawayo, developed a deep passion for marketing early on in her life. Inspired by a marketing consultant who spoke at her high school career day, she was captivated by the idea of using creativity to sway customers' opinions and preferences. This pivotal moment shifted her focus from wanting to be a lawyer to pursuing a career in marketing.

Ashley's passion for marketing only grew stronger during her studies at the National University of Science and Technology (NUST). She had a lively and engaging marketing lecturer who made the subject fun and exciting. By the time she graduated, Kudiwa had not only developed a solid understanding of marketing principles but also won the book prize, solidifying her love for the field. After completing her studies, Kudiwa embarked on her professional journey as a Sales and Marketing graduate trainee at a local edible foods manufacturing company. This experience provided her with valuable insights into the world of sales and marketing and served as a stepping stone to her next adventure at Econet. In 2010, Kudiwa joined Econet as a Sales Consultant. Over the years, she has grown within the organization, moving from serving customers in the banking halls to managing a sales region.

In this article, we will delve into Ashley Eve Kudiwa's inspiring journey, her passion for marketing, the lessons she has learned along the way, the challenges she has faced as a woman in the industry, and the emerging trends that excite her. We will also explore the pivotal moments in her career that contributed to her success, the tools she can't live without, and the advice she has for the next generation of women marketers.

Tell us a little bit about yourself and your career in marketing? How did you end up at Econet?

My name is Ashley Eve Kudiwa. I am a Zimbabwean lady born in Bulawayo. I am a mother to two boys aged 18 and 10. I am a dog person and have numerous fur babies.

I have a Masters in Business administration and am currently persuing a Doctorate in technology management. I have a strong passion for Marketing, sales , agriculture, research, and technology.

In my free time, I love reading books, trying out new recipes, and traveling to learn about different cultures.

I started my career as a Sales and Marketing graduate trainee at a local edible foods manufacturing company based in Bulawayo after graduating with my first degree in marketing in 2007. After my internship I then joined Econet as a Sales consultant in 2010. I have really enjoyed my journey within Econet as I grew from serving our beloved customers in the banking halls to now managing a sales region. I have loved how the environment is always conducive for new ideas, new ways of doing things and best of all how we have always strived to ensure the encounters we have with customers through our products and services in memorable.

What made you fall in love with the world of marketing? What particular moment in time pushed you to pursue this as a career? After all, we all wanted to be Doctor's growing up, right?

In high school, we had an opportunity to have people from various organizations come to our school for career day. I remember being mesmerized as one of the ladies who worked as a marketing consultant for a blue-chip company spoke to us about her job. I loved how she spoke about using her creativity to create compelling messages about her products in a way that could sway customers' opinions and preferences. And the best part was the travelling, meeting new people and just impacting lives through influencing consumer behavior.

Honestly before that day, I had wanted to be a lawyer but that short 30-minute talk she gave shifted my focus. I was elated when I applied at NUST and got an opportunity to study marketing. In the course of my studies, we also had a very lively and interesting lecturer who made marketing fun and I could not wait to make my mark in the corporate world. I grew to love marketing as much more than just an area of study and by the time I graduated, I won the book prize.

You have accumulated an envious amount of experience having worked for a couple of years. What did you learn from previous roles and how do you apply experiences in your current role at Econet?

"If you are candid, you will discover that each experience in your life was absolutely necessary in order to have gotten you to the next place, and the next, up until this very moment."—Wayne Dyer

The quote from Wayne Dyer is one of my favorites and it just underpins the importance of all experiences, good or bad, as you learn something. There is always a key takeaway if you choose to be open-minded and be better after the experience. I will speak to a few key issues that I have learned throughout my working career:

Always upskill yourself, never tire of looking for knowledge be it through reading, taking courses or simply networking. You should constantly develop new skills, gain industry knowledge, and enhance your expertise in your field.

Secondly, they say teamwork makes the dream work. Being part of a big team allows you to work with diverse teams and individuals. I learnt how to collaborate effectively, build relationships, and work towards common goals even in trying situations.

Appropriate and timeous communication is key. Interacting with colleagues, clients, and stakeholders helps you improve your communication skills. You should learn how to convey ideas clearly, listen actively, and negotiate effectively. Time Management will always make the difference in your ability to deliver. Balancing multiple tasks and responsibilities is a skill that I have honed over the years. You have to be able to prioritize, manage your time efficiently, and meet deadlines.

Be a problem-solver: As you work you need to develop critical thinking, analytical skills, and the ability to think creatively to solve problems. Just identifying a problem is not enough. To be a value-adding professional, you need to stretch the boundaries of your imagination and come up with tangible solutions.

Together with this is your adaptability. The environment is dynamic and on a personal level, I have learned how to adapt to changes, be flexible, and embrace new technologies or processes.

Lastly, always work on your leadership skills. As I took on different roles and responsibilities I realized that each role can provided me with opportunities to develop my leadership skills. I had to learn how to motivate and inspire others, make decisions, and take initiative. Also, key for me is being able to support and uplift other women. I have learned to advocate for diversity, inclusion, and gender equality. I have been able to uplift other women in the industry by promoting their achievements, collaborating on projects, and creating opportunities for their growth

Are there specific challenges you have faced as a woman in marketing and how did you overcome them?

The biggest issue for me had always been the challenge of balancing work and home life. Sometimes home life suffers when there are tight deadlines to meet or high-pressure situations. But with time I have managed to organize my life such that the different facets of my life get adequate allocation of time. There are key skills that I learned through a company-funded course a couple of years ago called SMI, that taught me about the wheel of life. That tool was a game changer and it guided me on how to manage my time and with practice the teachings became part of my DNA.

Who is someone that helped you on your current path to becoming a marketing and communications leader?

I have had various mentors in my career, past and current who have contributed immensely to my journey. If I were to list, I would need a couple of pages. I appreciate all the ladies and gentlemen for the wealth of information and experiences that have been shared unselfishly with me.

The executive leadership at Econet also creates a conducive environment that provides the right support for growth. Throughout my career, my various line managers have also assisted me by affording me opportunities to try new things and showcase my work and that really has enabled me to grow.

What were pivotal moments in your career that contributed to your success?

"People don't get promoted for doing their jobs really well. They get promoted by demonstrating their potential to do more." Tara Jaye Frank

I was given an opportunity to act as a shop supervisor for one of our shops when I was still a Sales Consultant. I believe that was the turning point in my career. I was able to drive up the sales, positively impact staff morale, and increase the number of channel partners we had at that time. This was a great boost to my confidence and the confidence of the business in my abilities.

From there, I have never looked back. I have gone on to win the Ecostars awards internally and numerous other awards from external organizations in recognition of the impact I have managed to make in the corporate world.

What emerging marketing trend excites you?

A lot of new trends are emerging but I will speak to ones that are exciting me the most:

- 1 Influencer marketing: Influencer marketing continues to grow as a popular strategy for brands to reach their target audience. In Zimbabwe, we have had our share of influencers and this trend really seems to be growing.
- 2 User-generated content (UGC) created by consumers, such as reviews, social media posts, and testimonials allows companies to leverage the power of user recommendations.
- 3 Voice search optimization: With the rise of voice assistants like Siri, Alexa, and Google Assistant, optimizing content for voice search is becoming crucial.
- 4 Video marketing: Video continues to dominate as a preferred content format, and marketers are capitalizing on the popularity of platforms like YouTube, TikTok, and Instagram Reels to engage with their audience. Short-form videos and live streaming are gaining traction as effective marketing tools.
- 5 Sustainability and purpose-driven marketing: Consumers are increasingly conscious of environmental and social issues. Brands that align themselves with sustainable practices and purpose-driven initiatives can connect with socially responsible consumers and build brand loyalty.
- 6 Augmented Reality (AR) and Virtual Reality (VR): AR and VR technologies are enhancing customer experiences by providing immersive and interactive elements. Brands are using AR and VR to showcase products, simulate experiences, and create virtual try-on or test-drive opportunities.
- 7 Data privacy and security: As data privacy concerns grow, marketers need to navigate regulations and build trust with consumers by being transparent about data collection and usage. Brands that prioritize data security and respect consumer privacy will have a competitive advantage.
- 8 Chatbots and AI-powered customer service: Chatbots and AI are revolutionizing customer service, allowing businesses to provide quick and personalized support 24/7. Chatbots can

handle routine inquiries, provide product recommendations, and even facilitate transactions, improving overall customer experience.

What apps/software/tools can't you live without?

For communication: WhatsApp, Telegram, and Facebook Messenger, Gmail and Outlook

For Social Media: Platforms like Facebook, Instagram, Twitter, and LinkedIn

For Productivity: Microsoft Office Suite (Word, Excel, PowerPoint), Google Suite (Docs, Sheets, Slides), Zoom, Teams and Trello

When travelling: Google Maps and Vaya.

For entertainment: Netflix, Spotify, Tik Tok and YouTube

Then lastly my mobile banking apps from my bank, Ecocash and PayPal.

What advice would you give to the next generation of women marketers?

1. Build a strong foundation and invest time and effort in gaining a solid understanding of marketing principles, strategies, and techniques. A strong foundation will serve as a valuable base for your future growth and success.
2. Be confident and believe in your abilities and the value you bring to the table. Be confident in expressing your ideas, opinions, and expertise. Your voice matters, so don't shy away from sharing your insights and contributing to discussions.
3. Seek mentors and networking opportunities: Surround yourself with supportive mentors and build a strong professional network. Seek guidance from experienced marketers who can provide insights, advice, and support as you navigate your career path.
4. Embrace continuous learning: Marketing is constantly evolving, so make learning a lifelong commitment. Stay up to date with the latest trends, technologies, and industry best practices. Attend conferences, webinars, and workshops, and seek opportunities for professional development.
5. Take calculated risks: Don't be afraid to step outside of your comfort zone and take on new challenges. Marketing thrives on innovation, creativity, and pushing boundaries. Embrace calculated risks and learn from both successes and failures.
6. Embrace diversity and inclusion: Recognize the importance of diversity in marketing. Embrace different perspectives, experiences, and ideas. As a lady marketer, make it a priority

to advocate for inclusivity and equal opportunities for all.

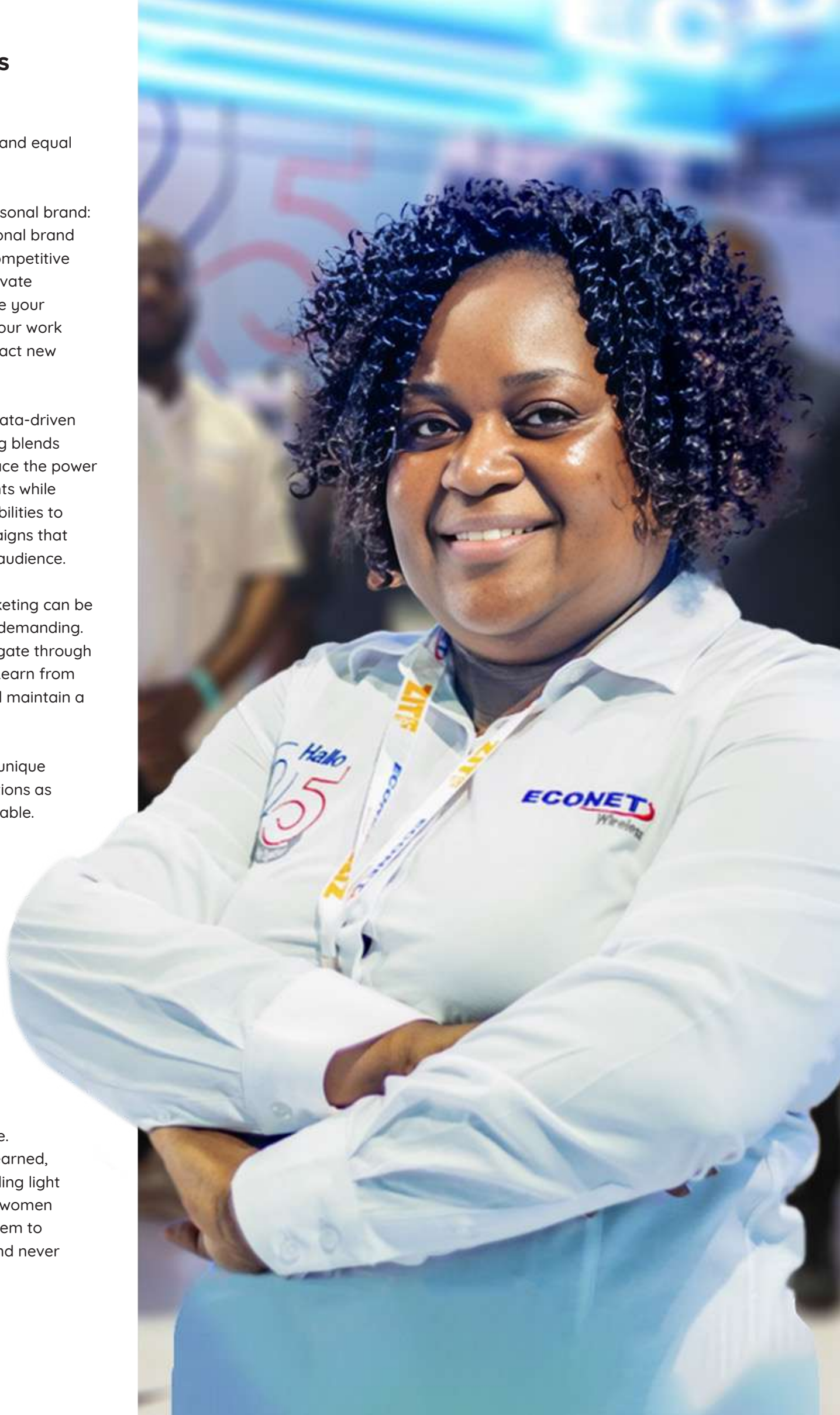
7. Build and maintain a personal brand: Establishing a strong personal brand can set you apart in the competitive marketing landscape. Cultivate your online presence, share your expertise, and showcase your work to build credibility and attract new opportunities.

8. Balance creativity and data-driven decision-making: Marketing blends creativity with data. Embrace the power of data analysis and insights while leveraging your creative abilities to develop compelling campaigns that resonate with your target audience.

9. Cultivate resilience: Marketing can be fast-paced, dynamic, and demanding. Cultivate resilience to navigate through challenges and setbacks. Learn from failures, adapt quickly, and maintain a positive outlook.

In all this remember, your unique perspectives and contributions as a lady marketer are invaluable. Embrace your strengths, never stop learning, and continue to grow both personally and professionally.

In conclusion, Ashley Eve Kudiwa's journey from a Sales Consultant to a Regional General Manager is an inspiring testament to the power of passion, continuous learning, and perseverance. Her experiences, lessons learned, and advice serve as a guiding light for the next generation of women marketers, encouraging them to embrace their strengths and never stop growing.



ENTREPRENEURS NETWORK OF ZIMBABWE BRINGS YOU BUSINESS SILOS (ROUNDS/MUKANDO)

As ENZ, one of our business mantras is to support each other through business silos (mukando/rounds).

Our Silos comprise of 3 tiers

TIER A

\$200 USD

PER MONTH

TIER B

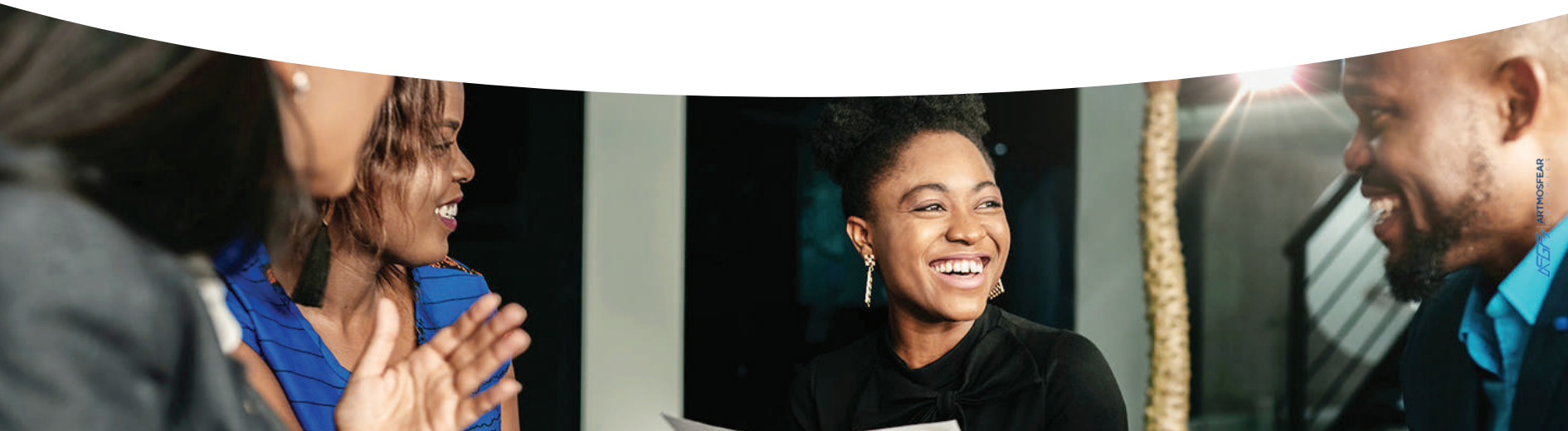
\$500 USD

PER MONTH

TIER C

\$1000 USD

PER MONTH



Join a tier and fulfill the mandate to support each other's businesses.

“Zvikomo zvikuru zvinopanana mhute”

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HOW THE REAL ESTATE INDUSTRY HAS EVOLVED

RUGARE KAMBASHA

(TOP MARKET PROPERTIES)

The market for real estate in Africa is broad and differs from nation to nation. There are certain similarities across the continent, though. Urbanization is one of the most important trends in the African real estate industry. There is an increasing demand for residential and commercial real estate as more people relocate to cities. The rise of the real estate industry in several African nations is being driven by this need. The expansion of the middle class is another trend in the African real estate market. More people are entering the middle class, which gives them more spare cash they can use for real estate investments. "This trend is particularly significant in countries like Nigeria, South Africa, and Kenya."

"The real estate industry has evolved and changed over the years since its inception into an established industry." According to Rugare Kambasha modernization is the first change that has come about in the real estate industry. "A paradigm shift from an analogue form of advertising to a digitized one and could be shown by the emergence of platforms such as property book and classifieds.com." Another change that has come to the real estate industry according to her is the developments of gated communities and townhouse complexes to cater for the modern youth and their style of living.

Rugare Kambasha is the Chief Executive Officer of Top Market properties. Top Market Properties is a real estate agency based in Harare that has been operating for over 15 years now. On a personal level, Rugare is a talented marketer, an excellent communicator, and a seasoned real estate agent registered with the Estate Agents Council of Zimbabwe. As CEO, she oversees the overall operations of the business and makes strategic choices. Rugare attained her Bachelor of Business Administration through the Institute of Marketing Management (IMM). In the USA, she also completed a leadership course via Bible Training Centre.

"Having a passion in sales, I then focused my time and strength on real estate then eventually became a registered realtor."

On handling work-life balance Rugare said "I am a much focused, goal oriented and hardworking person hence I

managed to identify important factors in my life which are family and work." Her communication with her family is of paramount importance as well as that with her work colleagues. In order to balance work hours and free time, Rugare claims to use flexible work arrangements. She also takes time away from her job to exercise and travel as self-care. She describes herself as a candid and transparent person.

"I chose marketing, communications and real estate because I am extroverted and believe great communication often births success in all circles of life. My passion is to see people from grassroots become homeowners in urban areas because for me that represents a form of empowerment and progression."

Rugare Kambasha has been able to work on a number of projects in Harare where Top Market monitored land development and sold it to countless people as well as their relatives. Additionally, she was successful in facilitating a 2019 sale that gave 200 families land ownership.

According to a lot of female entrepreneurs in Zimbabwe, they face different hurdles in building their careers and establishing a competitive business. "In my experience female entrepreneurs are misrepresented to the general public and need to work several times harder to prove their worth hence most women are competing on a level playing field and end up mediocre at best." According to Rugare, in order to create a more secure and welcoming environment for women in Zimbabwe, responsible





My vision is to make Top Market Properties a market leader among the real estate elites and run the firm as a fully autonomous unit with multiple branches spread over Zimbabwe all employing hundreds or even thousands of people.

institutions should offer specially designed support systems to female entrepreneurs, such as loans that are given priority to women, union worker departments that are geared towards women and the hosting of conferences to discuss changing the perception of gender biases in the workplace.

“My vision is to make Top Market Properties a market leader among the real estate elites and run the firm as a fully autonomous unit with multiple branches spread over Zimbabwe all employing hundreds or even thousands of people. Another mission of mine is to venture into property development with the aim of constructing residential and commercial buildings truly making our company into an industry captain.”

As with anyone seeking to launch their own business, Rugare encountered difficulties setting up their office space, getting equipment for daily office operations and raising the money required for advertising. Top Market Properties also had challenges in promoting their brand and obtaining mandates from sellers and landlords, which could have caused customers

to give up on the project. Nevertheless, they worked diligently, built connections and made use of all of the resources available to them in order to get things going. “I can safely say it took dedication and sheer determination to move against these hurdles.”

Rugare Kambasha is greatly influenced by Kenneth Sharpe the CEO of West Properties. West Properties is one of the largest land developers in Zimbabwe. “This is because of the massive strides he has been able to make as a Zimbabwean realtor. Kenneth Sharpe recently received a Forbes Africa Best of Africa Most Innovative CEO Award (first ever Zimbabwean to do it).

In addition to the Royal Manor project in Masvingo along Beitbridge Road, Top Market Properties is currently working on the enormous Kintyre gated community near Norton. Additionally, they have worked on a variety of corporate social responsibility initiatives, such as funding the development of a local church’s auditorium.





“Marketing Dynamo: The Trailblazing Journey of Firebrand Marketer, JULIET ZISWA”

By Elia Ntali

In the fast-paced world of marketing, where creativity, strategy and adaptability are key, one remarkable woman has consistently stood out, leaving a trail of success in her wake.

She is none other than, Juliet Ziswa the firebrand marketer who has worked across industries, categories, brands whose unwavering devotion and ground-breaking vision have propelled her to the forefront of the industry.

Born and bred in the mining town of Bindura and being the first born in a family of five, Juliet excelled academically and became the first head girl at Trojan Nickel Mine Primary School.

Recognizing the potential in her, Juliet’s maternal grandmother seconded and encouraged her to aim higher, leading her to attend St. Dominic’s Chishawasha where her mother’s sisters who were also her role models were enrolled.

With a career spanning more than two decades, Juliet’s rise to prominence is a mark of unmatched desire and firmness.

Juliet’s journey began in the small town of Bindura, where she was raised by open-minded and hard-working parents who instilled in her the belief that she could achieve greatness.

Her late father, in particular, was a driving force in her life, constantly reminding her that she should strive to be better than her current circumstances back then.

Juliet ‘s dad Sekuru Madzimbamuto was and continues to be the wing beneath her wings. He encouraged Juliet to always be the best version of herself! Never to doubt herself! He instilled self-belief, self-confidence and self-esteem.

“My dad would always say to me, I don’t want you to live the same life as you are living right now. I want you to be better than us. His mantra was always, you have to be better than how we’ve brought you up. At every single stage of my life, he would come back to me and say ‘are you striving to be better than the here and now?’

“My mom was a proper full-time housewife whose job was to look after my dad and us. The person that I am today was shaped and groomed by mom. Of course, my dad did all the other things, but mom shaped and groomed me. She would give us duties for the house and she would always say to me, always leave a mark on every place that you work on siya ruoko rwa

Julie paunenge wabata in Shona,” said Juliet

These experiences taught her the value of authenticity and the need to fight for her voice to be heard.

Her first foray into the corporate world was at multinational consumer packaged goods, Unilever where she took on the role of management trainee where she maintained high marks in all the assessments that she was involved in.

Juliet’s leadership style is characterized by authenticity, a quality she admires in Michelle Obama.

“My current role model is Michelle Obama, I love her authenticity, you hear a lot about authenticity from me because I also believe in authentic leadership. I don’t believe in this whole ‘I’m high and mighty because I’m the boss’ No! I have feelings. I’m very vulnerable, I cry, I get angry, I erupt, such is life.

“I like Michelle because she’s very authentic and she also respects how she was brought up, I respect her. I loved the way she carried herself when she became the first lady, she remained herself, she would laugh, she would get angry,” said Juliet

“My leadership style is completely empowering, I want people to thrive and I want people to showcase what they’re made of. I have been privileged enough to work for or to work with brands that thrive and then to also work with businesses that like to grow,” Juliet said

Her ascent in the corporate world was not without its challenges as she faced gender bias and had to fight harder to have her voice heard and she learnt to be resilient.

“Being a woman is not easy, not only is it in Zimbabwe, everywhere, it doesn’t matter where you are. I felt like I had to work a million times more than everybody else. You know, the time I was sent to Dubai for a Developmental Assignment in 2006 by Unilever: I landed there I was the only black in that building.

“I used to work in a place called Jabel Al: people would look at me and go, ‘Juliet, you bring color to the office’. I didn’t know whether that was a compliment or it was an insult. There were times that I would actually not even open my lunch box in the office because I would be so worried that people would judge me and that’s how I learned authenticity.



Juliet's commitment to professional growth and success is also evident through her emphasis on mentorship

“I was a Regional Brand Development Manager looking after Africa, Middle Eastern, Turkey and some parts of Asia and it took them a very long time to appreciate what I was bringing to the table,” she said

Juliet has had a significant impact on individuals, brands and businesses she has worked with and believes in purpose-led brands, and her passion for this concept has driven her to help brands thrive.

Juliet’s day begins with a clear focus on productivity between 0400hrs and 1300hrs in which she excels at delivering results, making the most of her workday.

Her commitment to professional growth and success is also evident through her emphasis on mentorship.

Juliet’s journey in mentorship began in 2000 when she joined Unilever, and her first mentor, Johnny Chetty, played a pivotal role. Their mentorship relationship was structured and consistent, with monthly meetings to review her progress and receive guidance.

With an illustrious career, Juliet has not only left an indelible mark everywhere she has worked but has also emerged as a driving force, propelling the status of branding and marketing to new heights.

Her journey from the Fast-Moving Consumer Goods (FMCG) industry to Renewable Solar Energy in Silicon Valley is nothing short of remarkable.

Juliet has a decorated resume which includes the following accolades

- » Trailblazer 2023 - Institute of Public Relations and Communication Zimbabwe
- » Outstanding Marketer of the Year 2017: Megafest Marketer of the Year 2017: Marketers Association of Zimbabwe
- » Marketer of the Year 2016: Marketers Association of Zimbabwe
- » Female Manager of the Year Megafest Business Forum 2014
- » Exceptional Campaign of the year Marketers Association of Zimbabwe 2016: OneFusion from
- » Net One Gold Loerie Award Sunlight Chiedza: 1st ever for Unilever Africa 2014
- » Marketer of the Year 1st Runner Up: Marketers Association of Zimbabwe 2014
- » Exceptional Campaign of the year Marketers Association of Zimbabwe 2014

Juliet is currently the Marketing Director at retail giant OK Zimbabwe Group.



SANDRA'S

Career journey and *Her View* on Female Marketers Getting Leadership Roles in Corporates

I recently sat down with Sandra Mehloмахulu and spoke to her about increasing female marketers in leadership roles. Her responded that it is important to start by increasing the import that businesses in Zimbabwe place on marketing itself.

Sandra said that “Businesses with a long-term view about their sustainability invest in their brand. Their “Optimism” is demonstrated in their desire to outdo their competition and win the hearts of customers, now and in the future. “Optimistic Brands” create happy and wholesome environments in which marketers can thrive; they enable marketers to drive customer-centricity and meet the needs and exceed the expectations of their customers. Companies that create a haven for their marketers, create a haven for customers. Many businesses talk about being customer-centric; and yet marketers hardly play a role in driving company strategy in Zimbabwe.”

Sandra says that “over the years we have spoken about how successful companies are bespoke, differentiated and relevant. Bespoke business is focused on customer-centric, tailored, made-to-order solutions. This type of business takes time to understand what would give their customer the most value. A differentiated business is set apart from the rest. Customers can discern that this type of businesses has energy and optimism. Being different takes courage and in business, prudent risk often leads to higher returns. A relevant business is a business that is suited to its environment and the needs of current and potential customers. Optimistic brands are investing huge amounts into being bespoke, differentiated and relevant. They need to invest more in their marketers and reward their marketers more”.

Sandra added that “Our Zimbabwean market does not place sufficient strategic importance to Marketing; and therefore, marketing departments are inadequately resourced. Budgets in marketing are limited and marketing is not given as high a rating as other functions like Finance, IT or even Human Resources. Unlike other countries like South Africa, Kenya or USA; Zimbabwe does not have a thriving marketing culture and this creates a limiting context for marketers”.





Everyone's objective when entering any organisation is to grow professionally and advance through the ranks. Marketers in Zimbabwe have very little space in which to grow and it is extremely difficult to reach the Executive level. According to the current trend in most Zimbabwean firms, marketers are discouraged as they are not rewarded for their efforts and career promotion is possible if they expand their working and learning experiences outside the marketing departments. Those who run businesses in Zimbabwe often have backgrounds in audit or finance and view marketing as a secondary concern. In terms of career choice, Finance, IT, and operations offer more room for advancement; and these professionals seem to advance at a quicker pace.

Whilst we advocate for companies to strengthen their marketing teams, Sandra encourages marketers to diversify their skill set in order to advance their careers in the Zimbabwean context. Added experience in finance, human resources and other operational areas may give increased chances of growth, within the Zimbabwean context.

Due to their distance from executive decisions and frequent lack of access to the Executive Committee, female marketers are frequently marginalized in this context. The career path is constrained. The female marketer has comparable problems in many organizations and has relatively few opportunities to gain employment in other companies.

Sandra Mehlomakhulu works for one of Zimbabwe's biggest audit firms. She leads various marketing teams and leads strategy and marketing projects. Sandra and her team bid for work to provide business and financial advisory services to clients. Their marketing teams engage in competitive bidding for significant contracts, which might continue for up to ten years. She leads teams in Zimbabwe and Africa.

Sandra is extremely proud and grateful for the opportunities that are open to her at her firm and she enjoys working on big issues that have visible impact. The scale of operation gives her a good sense for growth thus growth for the organization and growth for her as an individual. In one project, she collaborated with people working from Nigeria, British Virgin Islands, United

Kingdom, Tanzania, United Arab Emirates, India and South Africa.

Sandra has diversified skills and is technically conversant in legal and financial matters, and this enables her to market her Firm's complex service offering.

"At school, I was particularly strong in Humanities so I studied languages, literature, history and the Arts and here I am selling financial and business services to our clients."

Sandra has had a successful career spanning 20 years, and what makes her unique is how she has been involved in public sector governance and policy making. She has been a part of once-in-a-lifetime deals in the private sector. She has also presided over numerous transactions, including the privatization of state-owned companies and listings on stock exchanges.

In her first degree, she majored in Legal Theory, Philosophy and Cultural Civilization. Soon after finishing her first degree, she then studied Law, specializing in Corporate Law. Sandra holds a Masters in Business Leadership and she also pursued a Post-Graduate in Executive Development Programme.

After Law School, she then worked for the Government in the Ministry Justice, Legal and Parliamentary Affairs. She also worked for international development organizations with a primary focus on corporate governance and public policy. This exposed her to the operations of several international organizations, including Transparency International, the UN, and others.

She then moved on and entered banking. Her business and financial studies helped her and it increased her involvement in strategy, marketing, stakeholder management, and she has impacted on policy-making in the economy. To handle work-

life balance, Sandra says, "I feed my mind through reading and meditation, I also balance this with some physical exercise and feed myself spiritually." Sandra also has hobbies that help her take her mind off work. This includes playing golf, watching sport and playing chess.

Sandra is a strong advocate for increasing women in

leadership and giving women a stronger and more strategic voice in business. She particularly would like to see more women with a strong marketing focus take on more roles as CEOs, Chairpersons of Boards and other strategic roles. "We have very few women chairing boards, or even the Audit Committee; and there are very few women CEOs or Senior Executive Committee of medium to large entities."

Sandra has done a lot of developmental work and has worked with organisations that alleviate community development challenges, and problems involving disadvantaged populations, particularly women. Sandra claims that there aren't many women in high positions of authority in Zimbabwe, and that they're frequently denied access to positions of high decision-making. According to the world index, women are further removed from the level at which crucial and strategic choices are made in the majority of corporations. This has an impact on how communities can respond to their economic challenges and live out their ambitions.

Sandra's goal in advancing her career is to become more eminent and to take on more Executive positions. She wants more female professionals and marketers to hold executive positions. Since there are very few marketers who are also business leaders, it is up to corporations, marketing specialists, and other stakeholders to collaborate and shift the narrative.





PRUDENCE CHINGOSHO

A MARKETING MAVERICK ON THE RISE

In this article, we will delve into the personal and professional journey of an outstanding and dynamic young marketing professional, exploring her background, education, and the path that led her to the renowned leading Telecoms company, Econet. With a strong educational foundation and a passion for marketing, this powerhouse Prudence Chingosho has achieved notable milestones and gathered valuable experiences along the way, she has climbed up the marketing ladder faster than a squirrel on an espresso overdose.

Prudence will discuss some of her notable achievements, such as successful marketing projects, campaigns, or initiatives that have had a substantial impact on her career growth and the success of the organisation that she works for. We will uncover her key achievements, responsibilities at Econet, as well as the challenges faced and lessons learned throughout her career. Furthermore, we will gain insight into her future aspirations and goals in the ever-evolving field of marketing. Join us as we unravel the story of this marketing maverick and draw inspiration from her experiences.

Tell us a little bit about yourself and your career in marketing? How did you end up at Econet?

I am an upcoming professional with a strong educational background and diverse work experience in marketing. I hold a Masters in Strategic Management & Corporate Governance and a BComm in Marketing from NUST, where I received several awards and was recognised as the overall best student of the year. Additionally, I have obtained certificates in Mastering Metrics (CIM) and Digital Marketing from UCT and MAZ, respectively.

I had always dreamt to work for a big corporate like Econet in my early college days and when the opportunity presented itself, I came on board. I joined the organisation as a student on attachment and after successfully completing my 1st degree I rejoined the organisation. I started off as a graduate trainee, an experience that allowed me to gain a comprehensive understanding of all commercial departments within the company. This experience laid a solid foundation for my subsequent roles. I then transitioned into a youth specialist position, where I focused on product development and customer engagement strategies tailored to the youth segment. This allowed me to harness my creativity and connect with a specific target audience.

Currently, I am engaged in marketing, specialising in

developing impactful marketing campaigns for products and services. I thrive in rolling out consumer promotions and organising events that drive brand awareness and customer engagement. My strategic approach and attention to detail have contributed to the success of various marketing initiatives.

Beyond my professional life, I find fulfilment in my personal roles as a wife and mother. Additionally, I have a passion for baking and enjoy spending time in the kitchen, exploring new recipes and techniques.

Overall, I am a driven and accomplished marketing professional with a track record of academic excellence, diverse experience, and a strong dedication to achieving results. I strive to bring innovation and strategic thinking to every project I undertake, combining my expertise in marketing with my passion for creativity and personal growth.

What made you fall in love with the world of marketing? What particular moment in time pushed you to pursue this as a career? After all, we all wanted to be Doctors growing up, right?

My love for the world of marketing stems from a unique perspective and a desire to be an entrepreneur and empower others. Unlike many children who aspired to become doctors, I always had a dream of being an entrepreneur and leading a team. That dream still burns within me, and I am confident that one day I will fulfil it.

It was just after completing my A-levels when my uncle introduced me to the field of marketing. He encouraged me, saying, "Mainini, you will enjoy this." His guidance, along with some career counselling, ignited my interest in the profession. However, it was during my attachment that a pivotal moment pushed me to pursue marketing as a career.

During that attachment, I not only gained an in-depth understanding of the subject but also experienced a profound revelation about the world of marketing. It was an eye-opening experience that allowed me to witness firsthand how marketing strategies can shape perceptions, influence consumer behaviour, and drive business success. The moments I had as a student on attachment are still cherished to this day. They have not only shaped my career path but also contributed to shaping the person I have become.

Those memories have inspired me to pursue a career in marketing with unwavering passion and dedication. I am fuelled by the excitement of creating impactful campaigns, connecting with consumers, and driving business growth. Every day, I am driven by the belief that marketing has the power to transform businesses and make a positive impact in people's lives.

You have accumulated an enviable amount of experience having worked for a couple of years. What did you learn from previous roles and how do you apply experiences in your current role at Econet?

Throughout my previous roles, I have gained valuable insights and lessons that I continue to apply in my current position. In the realm of product development, I learnt the importance of conducting thorough research to inform decision-making. By understanding the market landscape, consumer preferences, and emerging trends, I can develop products that effectively meet customer needs and desires.

Persistence and consistency have been crucial factors in my professional growth. I have learned that success often requires dedication, perseverance, and a commitment to delivering high-quality work consistently. This mindset has helped me overcome challenges, stay focused on my goals, and maintain a strong work ethic.

Listening to the voice of the customer has been a guiding principle in my approach. By actively seeking and incorporating customer feedback, I can better understand their perspectives, preferences, and pain points. This empathetic approach allows me to develop solutions that truly resonate with the target audience, resulting in more successful marketing campaigns and improved customer satisfaction.

Maintaining a positive spirit in execution and engagement has been a key lesson from my past experiences. I believe that a positive attitude contributes to better teamwork, problem-solving, and overall productivity. It enables me to approach challenges with resilience and find creative solutions to overcome obstacles.

Are there specific challenges you have faced as a woman in marketing and how did you overcome them?

As a woman in the field of marketing, I have found it difficult to find a work life balance. However, I have taken several steps to overcome this difficulty.

Firstly, I took advantage of a course called Dynamics of Successful Management (Success Motivation International - SMI), which focused on the Total Person. This course provided me with valuable techniques and strategies to effectively prioritize my tasks, manage my time efficiently, and create a better work-life balance. Understanding the importance of time management has allowed me to allocate dedicated time for work responsibilities as well as personal and social commitments.

Additionally, I have learned about the concept of the "wheel of life" through this course, which has been instrumental in helping me bring balance to all aspects of my life. By identifying and evaluating different

Persistence
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professional
growth.

areas such as career, family, health, personal growth, and social life, I have been able to assess my priorities and allocate time and energy accordingly. This holistic approach has allowed me to nurture both my professional and personal life, ensuring that neither aspect is neglected.

Moreover, seeking guidance and inspiration from other successful women who have achieved high positions in their careers while maintaining healthy family relations has been crucial in overcoming this challenge. By engaging in conversations and learning from their experiences, I have gained valuable insights, strategies, and support. These interactions have provided me with a sense of empowerment and motivation, reminding me that it is possible to excel in both professional and personal spheres.

Who is someone that helped you on your current path to becoming a marketing and communications leader?

It's challenging for me to single out one person. Throughout my journey to becoming a marketing and communications leader, I have been fortunate to have various mentors who have each made valuable contributions to my development. However, I am particularly grateful for my current boss, Mrs. Muchena, who consistently pushes me to grow by presenting me with new challenges. Her guidance has played a significant role in shaping me into the professional I am today.

What were pivotal moments in your career that contributed to your success?

One pivotal moment in my career that significantly contributed to my success

was when I was given the opportunity to be part of the launch of a new department. Being assigned a responsibility within this new section pushed me beyond my comfort zone and presented me with a significant challenge. This experience has fuelled my desire to constantly strive for improvement and has played a crucial role in shaping my career trajectory.

What were some failures or difficulties in launching a product or campaign that you faced and what did you learn from that?

One significant challenge I encountered was making assumptions about customer preferences when launching a product or campaign. Despite executing a well-designed campaign, we discovered that the key selling points we emphasised did not align with what customers desired. Through further research, we gained insights into their true needs, which allowed us to make necessary adjustments. By incorporating this newfound understanding, the product has since thrived and continues to meet customer expectations. This experience taught me the importance of conducting thorough market research and listening to the actual needs of customers before launching a campaign or product.

What emerging marketing trend excites you?

The use of artificial intelligence (AI) and machine learning (ML) has changed the marketing landscape. AI and ML have transformed the marketing industry by providing advanced data analysis, personalisation, predictive capabilities, automation, and enhanced customer experiences. These technologies continue to evolve, offering marketers new opportunities to optimise their strategies and drive business growth.

What apps/software/tools can't you live without?

- » Agorapulse
- » Pinterest
- » Behance
- » Shutterstock
- » Chat GPT

What are your thoughts on Marketing and Sales alignment? How do you align your Marketing and Sales team at your organisation

The alignment between Marketing and Sales is crucial for the success of any organisation. Marketing plays a pivotal role in generating leads and creating awareness, while the Sales team takes over to convert those leads into actual sales. In our

organisation, we prioritise the alignment between Marketing and Sales by ensuring that we work as an integrated unit.

We foster regular communication and collaboration between the two teams, especially during product launches. By involving Sales in the pre-launch and post-launch phases, we gather their insights and feedback, which helps us refine our marketing communication and make it more impactful in the market. This alignment ensures that our messaging resonates with potential customers and enables Sales to effectively close deals.

Furthermore, we encourage open lines of communication and shared goals between Marketing and Sales. Regular meetings, joint planning sessions, and shared metrics help us stay aligned and focused on achieving our common objectives. We also emphasise the importance of feedback loops, allowing both teams to provide input and suggestions for improvement.

By fostering a culture of collaboration and mutual support, we maximise the effectiveness of our Marketing and Sales efforts. This alignment ultimately leads to better coordination, improved lead generation, and enhanced sales performance, driving overall success for our organisation.

What advice would you give to the next generation of women marketers?

My advice to the next generation of women marketers is that you have the ability to accomplish anything you set your mind to. Embrace your inherent power as a woman and believe in your capabilities to overcome challenges and achieve greatness. In the dynamic field of marketing, change is constant, so make it a priority to continuously evolve and upgrade yourself each day. Stay curious, seek new knowledge, and strive for personal and professional growth. Remember, you have the potential to move mountains and make a significant impact in the marketing industry. Embrace your strengths, be confident, and seize the opportunities that come your way.

In conclusion, this interview has provided a glimpse into the career journey of a dedicated marketing professional, highlighting their accomplishments, experiences, and the path that led them to Econet. From her educational background to her roles and responsibilities at Econet, we have seen her growth and contribution to the field of marketing. Despite facing challenges along the way, Prudence has gained valuable lessons and skills that continue to drive her future aspirations. She continues to acquire more knowledge and keep up with emerging technologies, after all, marketing is like fashion - you can't be caught dead wearing last season's trends. As we wrap up this article, we are inspired by her determination, and we eagerly await the continued success and achievements she will undoubtedly accomplish in her marketing career.

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Shifting Gears: The Remarkable Women Steering **Hyundai's** Marketing Strategy in Zimbabwe

**PATIENCE PAIDAMOYO CHEMWAYI**

MARKETING OFFICER

"As a marketing enthusiast, I have found immense joy in my role within the Hyundai brand. Every day brings new challenges and opportunities to showcase creativity, strategic thinking, and passion for connecting with customers. One of the most rewarding aspects of being part of the marketing team at Hyundai is the ability to shape and execute innovative campaigns that resonate with our target audience. Together with the Hyundai team, I am excited to continue driving innovation and delivering exceptional experiences that inspire customers worldwide."

**PHILLIS NKALA**

VEHICLE SALES EXECUTIVE

"I enjoy working with people and derive immense satisfaction from bridging the gap between challenges and solutions."





PRAISE CHAKOMA

VEHICLE SALES EXECUTIVE

"Sales has always been a career that interested me because it is fast paced, challenging, and ever changing."



LIOBA MATIPANO

WORKSHOP MARKETING ASSISTANT

"I enjoy talking to my customers and seeing their smiles after a job well-done. I also enjoy interacting with my peers in the workshop enhancing my knowledge of new vehicles."



TSITSI KUTSIME

OFFICE ADMINISTRATOR

"I enjoy my role here at Hyundai Zimbabwe because, I never repeat the same day twice. My schedule is variable and incredibly exciting. I enjoy the diversity of tasks a day brings and even the unexpected challenges tomorrow will bring. It makes my days very interesting and unpredictable."





About **HYUNDAI** **ZIMBABWE**

Automotive Distributor Incorporated (Pvt) Ltd T/A Hyundai Zimbabwe was founded in 2010 and is the official and sole Distributor of Hyundai Passenger Cars and Commercial Vehicles in Zimbabwe. The Hyundai brand has risen to be the 5th largest Automotive Brand in Zimbabwe and has gained market share year on year over the past 5 years. Globally, the Hyundai Motor Corporation is ranked as the 5th largest brand with sales of nearly 8 million units globally in 2015 and has been the fastest growing automotive brand since 2005 and is now recognized in the global top 40 companies.

Automotive Distributor Incorporated T/A Hyundai

Zimbabwe currently has three Dealerships located in Zimbabwe, 2 in Harare and one in Bulawayo which is independently operated by Clover Leaf Motors. Aftersales is supported by a dedicated technical team, all of whom have undergone specific Hyundai Training. Our parts warehouse is well stocked with over one hundred thousand dollars of stock on hand. Women have made a significant contribution to the Hyundai brand through bringing diverse perspectives and insights into decision-making processes, leading to more inclusive strategies that resonate with a wider customer base. Hyundai Zimbabwe in turn supports women initiatives such as the Donate-A-Pad campaign.

The Hyundai brand has risen to be the 5th largest Automotive Brand in Zimbabwe



Inspiration From '*The Ghetto Girl*'

KAREN GONDO

By Elia Ntali



In the world of business, success stories often emerge from the most unexpected places, and Karen Gondo's journey is a shining example of this truth.

Born and bred in Harare, Karen grew up in the high-density suburb of Budiriro and today she stands as the co-founder of Image Magic Corporate, an inspirational figure who has triumphed over adversity, showing us the true power of determination and resilience.

From an early age, Karen's parents instilled in her a strong sense of values, emphasizing honesty, integrity,

and compassion.

"My parents instilled in me a strong set of values and morals. Through their own actions and words, they have taught me the importance of honesty, integrity, and compassion. They have shown me the significance

of treating others with kindness and respect, and have always encouraged me to be a person of good character.

"They always emphasised the value of education and consistently supported me even if I was not very good academically. They have fostered a love for learning within me, encouraging me to explore various talents within myself and expand my knowledge. Their belief in the power of following my passion and interest has been a driving force behind my own aspirations and achievements.

"My mom encouraged me to pursue my passions and interests. She recognised and nurtured my talents, providing me with the necessary guidance and support to pursue them. My mother was always there to cheer me on and celebrate my success," said Gondo.

Karen says her mother was a strict but loving figure who instilled in Karen the mantra that "the only free thing is the sun; everything else you have to work for."

Tragedy struck when Karen's mother passed away 18 years ago, just months after she gave birth to her twins, Tatenda and Tinotenda.

The road ahead was not easy, but her mother's wisdom and guidance continued to fuel her determination.



Surround yourself with positive and supportive people who can encourage and inspire you.



Karen's journey towards co-founding Image Magic Corporate began after completing her O-levels when she ventured into the world of graphic design.

Her path was not without obstacles, but she soon discovered the importance of setting clear goals, networking, and being mentally prepared for the challenges that come with entrepreneurship.

"One thing that we all make mistakes is to set big goals, where one feels like they have to break down the goals. People have to define what they want and then clarify exactly where they want to go, what they want to do. They also need a lot of networking, you don't just do it by yourself, you need people who can mentor you.

"As you move on, you need to know that they are going to be challenges, things are not going to be moving smoothly all the time, so there is need to prepare yourself mentally. Once there are storms prepare to fall and to rise to continue running the space," she said

With a deep passion for supporting women, she has made it her mission to mentor and empower other women in their journeys.

"I want to mentor people and help women; I have a weakness for women. I've been supported with some women who've been very good to me, and, you know, and I feel like I owe every woman who's trying to come up a chance to do that. I'm very passionate about mentoring other women. I also want to provide guidance.

"I want to provide support and valuable insight on how I've done things, how I failed and where, how I managed to come back, obstacles that I faced and how I managed to conquer them, I want to do that. I also want to be a good grandmother to my grandchildren one day and to provide the best love that I can to my family and my children," she added

Karen says she surround herself with people who give her inspiration and has no time with non-productive friends.

"If you see me at a restaurant or with the people that I play

with, they are there to inspire me. I don't play with people who don't give me inspiration. I don't need you in my life. If you're coming to me and you want to party and gossip, you are not my friend.

"Surround yourself with positive and supportive people who can encourage and inspire you. Share your challenges with them, and they may offer guidance or different perspectives. Stay positive, optimistic and maintain a positive mindset and believe in your ability to overcome challenges. Surround yourself with positive affirmations that inspire you," she said

One of Karen's key messages to aspiring entrepreneurs is to believe in themselves and not fear failure. She encourages people to take chances, stressing that it's better to try and fail than to never try at all.

Mentorship played a crucial role in Karen's success, she recognized that even with education and experience, mentors can provide invaluable guidance.

"Mentorship is very important because you know when you're embarking on a journey as a business person, you don't know everything, even if you went to school and even MBA and everything. You need to have mentors to guide you through in your journey. I seek support from people who guide me and they really work very well and I always remember that disappointment is just a learning curve. It's there to make me better.

"I think people look down on themselves so much. There are so many people with so much potential who don't really have confidence to go out there, who always think that I'm going to fail and I think because they've seen people fail and a lot of people probably fail and they don't come back. But I just want to encourage people not to, to take a chance. It's better than not taking a chance at all.

Criticism, in her view, has been instrumental in her growth and improvement, as she and her team have learnt to listen, stay calm, and adapt.

Karen's journey with Image Magic began in 1999 when it was a humble garage-based printing business with just four employees in Harare's Belgravia area.

Today, it has grown to a team of 35, including those at the workshop, and stands as a symbol of her unwavering commitment and relentless pursuit of success.



I think people look
down on themselves
so much...

WORK LIFE

— balance from Ashley Madhava —

By Tanatswa Mukwacha



When faced with the duties of your employment, home life and relationships with your family and other loved ones, work-life balance is a critical aspect. Many of us understand the concept of work-life balance intuitively, yet it can be difficult to achieve. Demands piling up on one side of the scale and tilting the balance is an experience frequently had by many. More often than not, people find themselves in an ambiguous state of disengagement and dissatisfaction, with many unmet goals and unachieved dreams. In light of this, how can you organize your time and energy such that you feel engaged and fulfilled as a whole person? What will enable you to present the best version of yourself? Work-life balance is one such remedy.



Customer Experience Supervisor Ashley Madhava has been with NetOne Cellular Private Limited for 18 years. She is experienced in Sales and Customer Experience which is her passion. She has attained a number of qualifications which include a Degree in Marketing, a Masters in Business Leadership, some postgraduate diplomas and certificates to name a few. She is married and a mother to three children and she confesses that balancing the roles of employee, wife, parent and student was not easy. She added that this was possible for her through high levels of discipline and commitment as well as support from her family.

Ashley acknowledges that one's true success can only be achieved when all facets of one's life are in balance. It is therefore critical for anyone to



devote time to self-improvement academically, physically, spiritually, mentally, socially and financially. This can only be achieved through hard work, consistency, patience and humility.

As a seasoned Customer Experience practitioner, Ashley acknowledges how both technical skills and other soft skills are necessary to yield the best results. She adds the need to be perceptive and emotionally intelligent when handling all facets of ones She defines soft skills—also known as people skills or emotional intelligence—as the capacity to communicate effectively with others. They are characteristics of the individual that may have an impact on interactions, communication and relationships. She believes they are important to also manage while interchanging between life and work.



Ashley has participated in many projects and campaigns since joining the mobile network operator. The NetOne Cellular Private Limited contact center system recently had an upgrade, which was completed by the contact center division. The project took more than a year to complete and many customers claim that NetOne Cellular Private Limited has among the fastest digital customer care response times in Zimbabwe.

Diversity and inclusion have been an ongoing issue in the technology sector in particular, which continues to lag behind the rest of the job market when it comes to hiring women and young people in management. She believes that women are occasionally subjected to discrimination at work based on factors like age, marital status, complexion and weight. According to Ashley, women have demonstrated that they can succeed in leadership roles by bringing fresh perspectives and abilities. “Academically women are strong contenders, give women a chance and stop neglecting or segregating them”

Ashely approaches every issue with optimism, but just like every other person, she has also run upon some roadblocks. She previously faced a serious setback when she to start and academic programme when she intended to as the demands of the job were too much at the time and she could not juggle, work and study at the same time. This taught her to reprioritize her goals and she deferred the course to a later stage when her schedule allowed and this helped her not to compromise her work and also to be available to her family at that time.

Ashley is passionate about Customer Experience and giving the best of one’s self in every circumstance and she would like to get the highest qualification attainable in the area. She also intends to follow her ambition of teaching and developing people.

Her words to other female counterparts are that “I would want women to believe in themselves and their capabilities. It’s all in the mind and not the gender” Her greatest inspiration is her family who have been her pillar of strength and support always.



The woman who gave **ZINWA** its voice

By Leroy Dzenga

The year is 2003; a young Marjorie Munyonga joins the Zimbabwe National Water Authority.

It is a new organisation designed to manage the country's water resources.

Her new assignment is a literal trudge in the dark; there is no Communications Department, and her role is to play architect to its existence.

"My most challenging moment was when I joined ZINWA. I was to start setting up a department from scratch and convince senior management of the nature of the appropriate structure. The organisation was also in its infancy, and we had the task of helping establish the first sub-catchment councils in Zimbabwe," she said.



Being an emotive resource, the establishment of ZINWA always triggers the farming community, who are most affected by the controls the organisation brings.

Her primary task is to engage such farmers and other stakeholders to make them understand the vision.

“It was quite a challenging moment, explaining to stakeholders the rationale behind the new water resource management approach and convincing them to be part of the process. There was scepticism and mistrust as people did not appreciate the concept, but we managed to pull through,” says Manyonga.

The experience made her understand the importance of stakeholder engagement in managing public institutions and immediately grafted them into her *modus operandi*.

She is now the organisation’s Corporate Communications and Marketing Head at ZINWA.

Through this role, she becomes one of the most powerful women working for parastatals in Zimbabwe.



“The principles of Integrated Water Resources Management (IWRM), which we subscribe to as ZINWA, require active stakeholder engagement and involvement in water affairs.

Stakeholder needs and demands are also increasingly evolving, getting more complex and stakeholder satisfaction is no longer an option but a must-have,” says Manyonga.

ZINWA has an array of stakeholders, including residents associations, farmer organisations, pressure groups, government departments, industry groups and the media.

All these stakeholders have diverse needs, and Manyonga describes meeting them as delicate.

“At ZINWA, we also value openness and transparency, and we are proud to have been selected as the most open public sector organisation for 2023. This also makes our engagement and interactions with stakeholders quite easier and reciprocal,” she explains.

Over the years, ZINWA has embarked on several campaigns in response to different moments in the country’s history that speak to water management.

For Manyonga, it has been almost 20 years at ZINWA.

Reflecting on the journey, she says the experience has been fulfilling.

“Following your dreams and passion are very important in selecting a career path. There is power in self-belief, hard work and good work ethic. When these are present, everything else falls into line with ease.



Communications and public relations have always been a passion on my part, and I had always wished to work in an area where I would have some impact and interactions with the public. I yearned for this and have found it immensely fulfilling in the communications and public relations practice,” Manyonga says.

Key to her success in the role has been a continuous commitment to self-improvement.

She has repeatedly sought to increase her qualifications and understanding of the communications industry and her multiple awards bear testament.

“I have a National Diploma in Mass Communication, a Bachelor of Commerce in Marketing, and a Master of Science in Strategic Management.

I have also had the privilege to serve in the Zimbabwe Institute of Public Relations Council. Currently, I am studying towards a Doctorate Degree. I am also a Chartered Marketer,” says Munyonga.

Munyonga is among a class of women leading Public Sector communications in Zimbabwe.

She says she would have only achieved the feat with the patience of senior women in the profession who held her hand along the way.

“I greatly respect Ruth Ncube, who is also my mentor. She is one woman who phenomenally rose from the communications and marketing profession to the C-suite.

She is an inspiration and a reminder to us all that it is possible to rise to the apex of an organisation from our field,” says Munyonga.

In the same manner that she has been mentored, Munyonga extends the same courtesy to young communicators who wish to emulate or exceed what she has achieved.

“We are what we are because there are predecessors, and we have individuals who also found it prudent to nurture and mentor us. The only way we can assist in furthering the communications field is to help young girls and boys wishing to be part of the profession grow.

I have mentored young professionals in the communication profession and the marketing side,” Munyonga says.

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FROM MARKETING TO CONSTRUCTION THE CAREER LANDSCAPE OF TRUSTER CHIKOORE

*Truster identifies herself
as a trailblazer and an
agent of change*

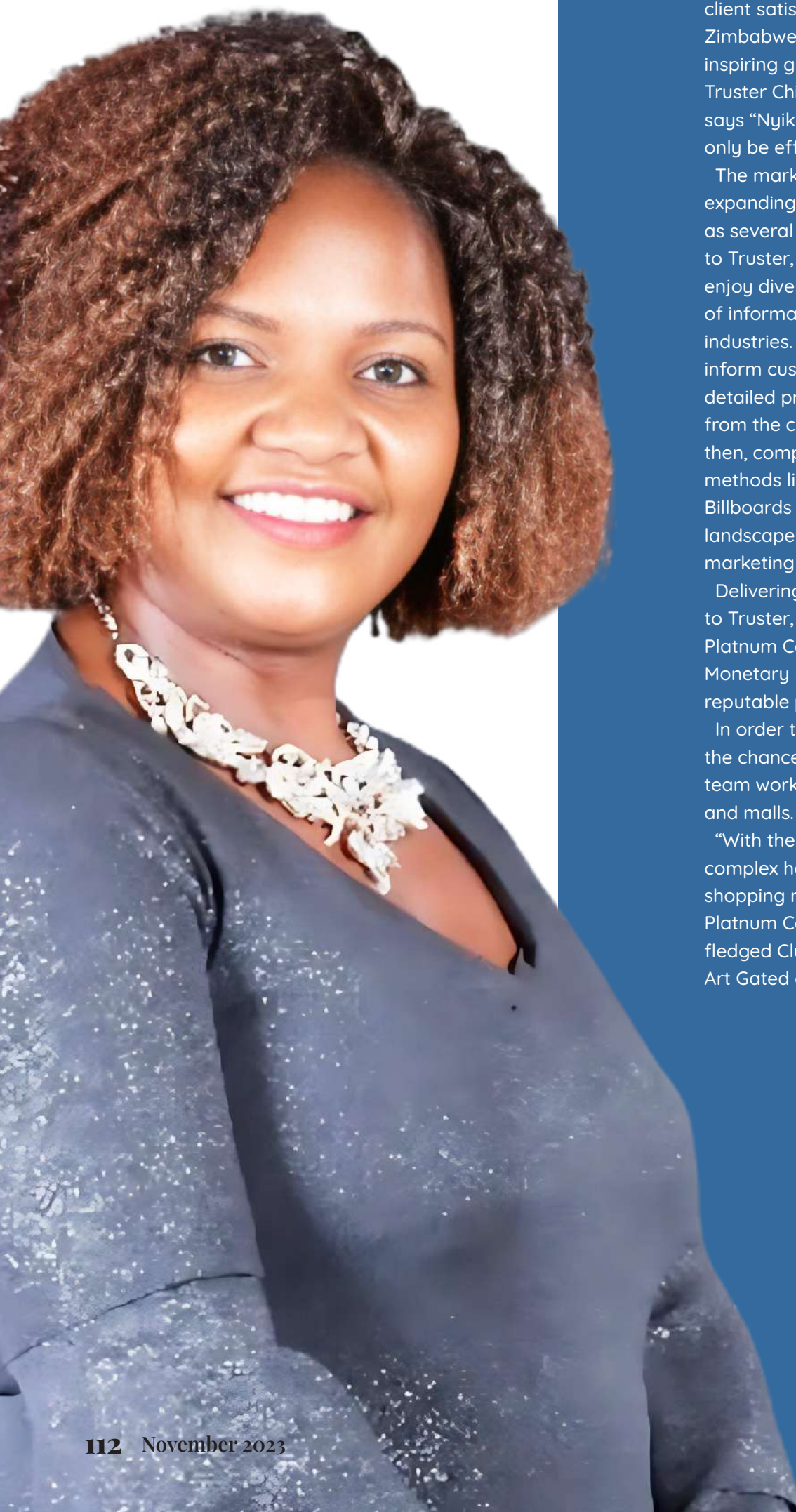
The concept for the Marketers Association of Zimbabwe (MAZ) first emerged in 2004 when Gillian Rusike, the association's executive secretary, became aware of the numerous difficulties faced by marketers in Zimbabwe, including the lack of recognition for the industry and the fragmentation of marketing professionals as a result of inadequate networking opportunities. Gillian Rusike met with notable marketers, notably Truster Chikooore, with the goal of promoting marketing excellence and professionalism. This led to the creation of the Marketers Association Zimbabwe.

Since the organization's founding many years ago, it has advanced significantly. Along with a significant increase in membership, Marketers Association Zimbabwe has also organized numerous marketing events like the Annual Marketers Convention and introduced various training and career development programmes, such as the ZimChartered Marketer programme, to give Zimbabwean marketers the chance to grow and connect with their peers. Truster Chikooore's advice and knowledge made this feasible. Truster Beauty Chikooore currently sits on the Board of Advisory Council for the Marketers Association of Zimbabwe. Truster Chikooore is a marketing management bachelor's degree holder. She identifies herself a trailblazer and an agent of change.

Truster Beauty Chikooore is a wife to Obert Chikooore and mother of two young Adults Samantha and Jeremy Chikooore. Amongst other achievements Truster was 2011- Spar OMO Business mother of the Year, 2022 Entrepreneurship Network of Zimbabwe Certificate of recognition Iconic Award and the 2022 SME Service Excellence Award. Besides her professional side Truster Chikooore is a Pastor and values her relationship with Jesus Christ. She also mentors a lot of young people.

Additionally, Truster founded Platnum Construction and serves as its director. Leading construction firm, Platnum Construction provides a wide range of services to satisfy various construction needs. Platnum provides unique solutions that transform places thanks to its competence in general contracting, renovations, project management, electrical installation, skimming walls, painting, flooring, fittings, hardware supplies, landscaping, metal roofing, and property management. Platnum Construction offers a one stop shop for all construction needs.





Their mission is to be the leading provider of exceptional construction solutions, delivering quality, innovation, and client satisfaction. Their vision is to shape the landscape of Zimbabwe through our transformative construction projects, inspiring growth and leaving a lasting legacy of excellence. Truster Chikore subscribes to the President's mantra which says "Nyika inovakwa nevene vayo" meaning a nation can only be effectively built by its own people.

The marketing industry is constantly changing and expanding; it presents a variety of fresh difficulties as well as several chances for professional development. According to Truster, marketing is a fantastic career choice if you enjoy diversity and change. Truster believes the proliferation of information is the major change in today's marketing industries. In the past, advertising was the main tool to inform customers about products. Now, customers can get detailed product information from a variety of sources, both from the company as well as from other customers. Back then, companies relied heavily on traditional marketing methods like Print ads, Television commercials, and Billboards to get their message out to the public. Today, the landscape has shifted dramatically, with the rise of Digital marketing and the proliferation of social media platforms.

Delivering stunning dream homes to our clients, according to Truster, is our organization's biggest accomplishment. Platnum Construction also renovated the IMF (International Monetary Fund) Zimbabwe Offices as one of its most reputable projects.

In order to advance her business and career, she would like the chance to participate in larger tenders that would let her team work on significant and bigger projects like schools and malls.

"With the experience I have gained over the years building complex houses, I truly believe I can take any project even shopping malls and complete them timeously" In the future Platnum Construction wants to move into becoming a fully-fledged Cluster Development company owning State of the Art Gated communities.



**Delivering stunning
dream homes to
our clients, is our
organization's biggest
accomplishment.**



KUDZANAI'S

career story in Roaming and Interconnection services



My name is Kudzanai Leona Masango and I have been working in the telecommunications industry for 10 years specializing in Roaming and Interconnection services. In my current role at NetOne I serve as the Roaming and Interconnect Manager. In summary my role at NetOne revolves around facilitating seamless communication services for our customers, both domestically and internationally. I work diligently to establish and maintain partnerships with international operators, ensuring that our subscribers can enjoy uninterrupted connectivity wherever they go. It's a dynamic and challenging field, but I find it incredibly rewarding to contribute to the global connectivity landscape and enhance the overall customer experience.

My journey from academics to my current work has been an exciting and fulfilling one. It all began when I pursued the Bachelor in Business Administration specializing in Marketing which I attained from the Institute of Marketing Management (IMM) which provided me with a strong foundation in marketing. After completing my degree, I was fortunate to secure a position as a Customer Care Agent at another telecommunications company. While I worked there that was when I was given the project to do research on the roaming and interconnection. As I gained more insight in roaming and interconnection, I gradually transitioned to become the Roaming and Interconnect Executive. I went on to further my studies and obtained a Master's in Business Leadership (MBL) from Unisa SBL. As I gained more experience over the years, I then became a Product Manager Roaming and Interconnect. I joined the NetOne family in March 2023 and my journey has been incredibly rewarding. It has allowed me to combine my passion for telecommunications with practical problem solving, contributing to the seamless connectivity experiences of our customers.

On handling work-life balance, I set priorities by determining what matters to me both in my personal life and my professional life. This means clarifying my values and goals and allocating my time and energy accordingly. I also exercise 4 days a week and I make sure I spend time with my loved ones and this a non-negotiable part of my routine.

My work in this field started off as doing research of the roaming and interconnection industry. From the research I had done Roaming and Interconnect proved to be a diverse industry with continuous learning opportunities and I was given first preference to explore as it was a new department with the Telecommunications service provider I used to work for at the time. Since joining the company, I am very fulfilled and at the same time excited for working for NetOne as it offers exciting opportunities for professional growth and development. Within the department I have successfully negotiated and secured favorable roaming agreements with other telecommunication operators, as well as expanding the roaming footprint. I have optimized revenues by implementing strategies and initiatives.

From my perspective marketing strategies have undergone significant changes over the years due to advancements in technology, evolving consumer behavior and the emergence of new



I am very fulfilled
and at the same
time excited for
working for NetOne
as it offers exciting
opportunities for
professional growth
and development.



communication channels. Marketing in general refers to the activities and processes that organizations undertake to promote and sell their products or services. It involves understanding customer needs and preferences, developing strategies to reach target audiences, creating compelling messages and managing the overall customer experience. Marketing in technology has some unique characteristics such as emphasis on innovation this is marketing that revolves around innovative products or services. Technical expertise which requires a deep understanding of the technology itself. Marketers need to be knowledgeable about the product's technical aspects, functionalities and how it compares to competitors.

→ Marketers in Zimbabwe have faced challenges such as

(i) Economic instability: Zimbabwe has experienced significant economic challenges including high inflation rates, currency fluctuations and limited access to foreign currency. These factors make financial planning and budgeting for marketing activities difficult.

(ii) Infrastructure constraints: Zimbabwe's infrastructure such as transportation, telecommunications and electricity may give inconsistent service this can impact the distribution channels, communication efforts and overall marketing strategies just to mention a few. The business environment has affected marketers in budget constraints, the consumer behavior (economic conditions influence consumer purchasing power and behavior. Marketers must adapt their strategies to cater to changing consumer needs and preferences). The competitive landscape; marketers need to monitor and adjust their strategies to remain competitive.

→ Solutions for a stable business environment include the following:

(i) Economic reform implementation of sound economic policies, fiscal discipline and measures to control inflation can help stabilize the economy and create a more favorable business environment.

(ii) Access to finance facilitating access to affordable financing options for businesses including marketers can stimulate growth and enable them to invest in marketing activities.

(iii) Industry collaboration encouraging collaboration among businesses, industry associations and government can foster knowledge sharing, joint initiatives and advocacy for policies that benefit the marketing sector.

The future of marketing and communications for mobile network providers is likely to be shaped by several key trends and advancements such as 5G technology, the internet of things (IoT), content marketing and influencer partnerships, enhanced customer support and sustainability and social responsibility.

In growing my career, I would like to gain international exposure since the roaming and interconnection business is inherently a global industry. This can involve working with diverse teams across different countries, collaborating with international partners and participating in industry conferences and events worldwide. Richard Branson has always been my inspiration. Success for me is personal fulfillment. Feeling satisfied by the job that I do, finding joy and passion in the challenges and opportunities that arise in the roaming and interconnect field and maintaining a healthy work-life balance.



Marketers need to be knowledgeable about the product's technical aspects, functionalities and how it compares to competitors.



In Conversation with

MOLIYN MUSEMBURI

About yourself and your role at CBZ.

I am a highly skilled all-around banker with over 24 years of banking experience in Retail Branches including High street branches, Corporate Banking, SMEs, and Microfinance at the Head Office/ Holdings level in Zimbabwe and in the United Kingdom. I have vast experience in both Banking and Non- Governmental Organizations. I have held several positions in the CBZ Holding Group and currently, I work in Marketing in the Public Relations Department of CBZ Holdings as the Public Relations Manager. Under my portfolio, I have managed to effectively increase CBZ Holdings' brand visibility and awareness through the impactful Corporate Social Responsibility Initiatives that are my major key result area, thus increasing brand loyalty and customer retention rate. I was voted as the 1st Runner Up - 2019 Best Public Relations Practitioner in Zimbabwe hosted by the Marketers Association of Zimbabwe (MAZ) (Exceptional Marketers Awards).

Journey from academics to current work at CBZ?

I am a holder of a Master of Business Administration (MBA) degree; a qualified Zimbabwe Chartered Marketer; post-graduate Diploma in Customer Relationship Management; and a Zimbabwe Association Accounting Technicians from the Zimbabwe Association of Accounting Technicians (ZAAT); Institute Of Bankers of Zimbabwe. A holder of a number of professional qualifications including a Digital Marketing Masterclass course completed in 2023 and am currently studying for a postgraduate marketing degree specializing in Marketing Management.

How do you handle work-life balance?

"Commitment, consistency, enthusiasm, and planning are the four pillars that support me and enable me to manage both

my job and personal life. I always remember that I am a wife, mother, aunt, daughter, and daughter-in-law and that I should use those pillars to direct my life." I make time for everything that is important in my life. I also value my alone time and enjoy spending time planning.

Why did you choose the field of work that you are in?

I started working with microfinance women and witnessed how they have managed to sustain the livelihood of their families with so much consistency in selling their products on a daily basis, educating children to be successful members of the communities. I saw a number of them going into SMEs and others buying assets over and above funding for their families, fully utilizing the assistance they received from CBZ Bank. I then realized my passion for working with people and chose to work in the Marketing Field where I am engaged in Corporate Social Initiatives for the CBZ Group. This opportunity gives me more exposure to working with communities around the country because of CBZ's country-wide branch network.

How does it feel working for one of the largest companies in the country?

I feel honored to work for my Employer which is "a one-stop financial institution" as it houses the following subsidiaries namely, CBZ Bank, CBZ Asset Management t/a Datvest, CBZ Capital, CBZ Insurance Clusters that cover CBZ Insurance, CBZ Life, and CBZ Advisory Services, CBZ Agro Yield, CBZ Properties and Red Sphere. Each of these entities has its own special proposition, products, and services that service our Economy at large. This also means interacting with several stakeholders and I enjoy it at every touch point when I interact with them while offering solutions.



The most significant change in marketing is the ability to target specific audiences and understand their desires and needs in this dynamic global village.

What accomplishments do you believe you have achieved so far in your career?

I was 1st Runner Up – 2019 Best Public Relations Practitioner – Marketers Association of Zimbabwe (MAZ) (Exceptional Marketers Awards). I was the pioneer of the Microfinance Department in CBZ Bank in 1996 which was a window that was within CBZ Bank where we worked with disadvantaged women and men in urban communities and successfully balanced and consolidated the Donors – CARE and DFID reports and that of the Bank during the project tenure of 10 years. With my team, we have won the best stand in the financial and banking industries sector at the Zimbabwe Agricultural Show since 2017 to date.

How have marketing strategies changed over the past years?

The most significant change in marketing is the ability to target specific audiences and understand their desires and needs in this dynamic global village. This helps marketers to develop customer-driven products and services. The passive strategy is no longer effective as a result of these changes. Five years ago, there were significantly fewer social media platforms than there are now, both in terms of quantity and variety. Businesses also found that it was simpler to target particular populations and measure their outcomes more precisely. Modern marketing is more about building relationships with customers than it is about selling items or services. Customers can now easily access information because of advancements in digital technology, and they are becoming more vocal. Consumers today demand customization and care from their brands.

From your experience what challenges are female marketers in Zimbabwe facing? How has the business environment affected their work? What solutions can be put in place for a stable business environment?

The most significant issue that women marketers face is the conflict between their personal lives, career goals, and work-

family balance. To many women, the dichotomy between their personal and professional lives is a significant issue. The comprehensiveness of women's contributions to the development of the national economy through marketing is all tied to the successful utilization and management of women. Organizations must, therefore, appreciate the importance of women in leading organizations to success. A proposal that purposeful policy be implemented to foster long-term competition among women in the field by giving additional training and scholarships to women studying marketing in tertiary institutions. This becomes imperative in light of the global economy's push for increased female participation in a wide range of professional endeavors.

What are your ambitions/motivations/desires in growing your career?

Marketing helps in build a relationship with my customers, communicate with them, and know them better. Marketing helps me to understand the psychology and the thinking process of the person I will be conversing with. With ever-growing communication technologies and marketing trends and techniques constantly evolving, my ambition is to keep abreast of the changes through learning and have more exposure to the markets. Another thing to be passionate about in marketing is dynamism, where one needs to come up with newer ideas every day to reach the audience across numerous platforms. What motivates me is that the work of a marketer encompasses life wholesomely as it is everywhere. Marketing is critical to the success of every industry as it plays a vital part in the organization. As a marketer, I need to comprehend the attitudes and actions of the culture in which I work as this will help me to connect with my customers or properly deliver my message about products or services that will be in my bag. There are a number of elements that motivate me but I have shared a few that I think are my main drivers. As a result of the above, marketing is a large field of study I desire to know about.



What are some of the downfalls/challenges that you faced in building your career? And how did you manage to move forward?

There are many downfalls that one faces in the life journey i.e. either personal life or career-wise, but I have learnt that it is not how one falls down which is important but how one picks oneself up and starts moving on. This has strengthened my journey and made me not count them as challenges but they help me map my way through.

Who are some of your inspirations in your professional career?

The person who inspires me the most is Dr. Divine Ndhluukula, the Founder and Managing Director of DDNS Security Operations (Pvt) Ltd, a holding company of SECURICO Security Services, a leading diversified security services and systems company

that now employs over 3800 people. She always works hard and finishes every task that she starts and truly enjoys the work that she does. She was the first black woman to venture into the security business in 1998 and she saw it growing into the conglomerate it is now. Dr. Divine has made strides in revolutionizing the previously male-dominated security industry. She worked in the marketing field and left to found SECURICO. I admire her courage and persistence in venturing into the unknown proving that she is a remarkable observer, who saw opportunities in an untapped market and curiously went in to explore. Dr. Divine was not afraid to try the new market and indeed has ventured into other new businesses such as farming and tourism, among others. I watch her space and learn from a distance.

“IT’S OKAY TO
PIVOT YOUR
PROFESSION.”

THE STORY OF RUTENDO MUZARI

People are still making the decision to change careers, despite the fact that it can be intimidating because it could mean starting again. In March this year, Microsoft released its Annual Work Trend Index Report, which contained statistics that indicated 52% of Millennials and Gen Z are likely to change occupations over the next 12 months.



NetOne

World in One

NetOne



It's usual to change occupations, but doing it effectively requires competence. While making sure your next work is better than the one you have now, you don't want to cross any red lines. Fortunately, this worked well for Netone Cellular's brands communications manager Rutendo Muzari.

Since a little more than a year ago, Rutendo has served as Netone's brands communications manager. She is in charge of maintaining, promoting, and assisting the major brands operated by Netone Cellular Private Limited, such as One Fusion, USD airtime, and packages. She brings awareness and manages trauma for the products.

She initially trained as an accountant but changed her career after being exposed to the marketing field. She accepted a dramatic downgrading from accounting assistant to a field marketer selling phones when she was given a marketing chance by a technology business. She was then elevated to become the training manager in the marketing department as a consequence of her dedication and accomplishments. That was the start of her marketing journey.

She continued on to complete professional marketing training programmes and certificates. Her professional training credentials did a terrific job of advancing her career and providing her with openings. For the majority of female workers, finding a work-life balance is a major challenge, but Rutendo appears to have it under control. "I throw myself into my work if the other aspect of my job isn't working because I love and am passionate about it more so it helps me to manage the stress." She also thinks that marketing and leisure are somewhat related, therefore she likes to network and talk to people outside of work as new insights emerge.

Rutendo likes a challenge and likes her work in the technology sector as it evolves every day. Her biggest contribution and achievement under Netone, was the campaign for OneMoney when she was the brand Manager for OneMoney.

OneMoney is Netone's mobile wallet-based payment solution for consumers

and businesses. It offers a debit card for local payments. It enables users to send & receive money, buy airtime and make payments. It also offers banking services for payment transactions.

She was a key participant in the OneMoney zero charges which was the biggest campaign for OneMoney, then came Trolley Dash and OneMoney Remit. Furthermore, she was part of the groundbreaking launch of the Netone USD Bundle with the campaign “MaStreets Akubvira nemaNetOne USD Bundles”. “We saw our revenue growing at phenomenal speeds through those campaigns”.

She worked in marketing divisions for Unilever, Huawei Technologies and Le Sel brands in addition to technology-based businesses. She was however initially working in the financial department at Tetrad investment bank. The key changes that have occurred in the marketing industries, in her opinion and expertise, are the speed to market and shift in trends. Digital platforms and social media have transformed and broadened the channels of communication. “In the past, we had the luxury of running campaigns every month, but now you work every week.”

On challenges female marketers face Rutendo said “I don’t think it can be narrowed down to female Marketers rather women in leadership. We still have fewer women in leadership and sometimes as a woman you need to work seven times harder to climb the corporate ladder in most corporates.” However, she acknowledges the progress that most businesses have achieved despite the fact that there is still a significant gender gap in top-level management.

The world can and should be changed, according to Rutendo. She envisions herself in the future assisting disadvantaged groups and marginalized communities like young people. She sees herself as a businesswoman who drives and inspires good change in underserved neighborhoods.

Obstacles are a part of life, and Rutendo is not exempt from the typical challenges faced by female managers. Despite these challenges, she has overcome them by relying on her faith. Being a Christian, Rutendo has drawn strength from her belief in God during trying times. She receives encouragement from her mother as well, who has always encouraged her to advance in her job and is a devout Christian. Additionally, she draws inspiration from female business leaders like Charity Jinya, Divine Simbi Ndhlukula and Eve Gahadzikwa. More so, she draws inspiration from her mother on a personal level. She depicts her as a powerful black woman who is prayerful and caring.



We still have fewer women in leadership and sometimes as a woman you need to work seven times harder to climb the corporate ladder in most corporates.

NAVIGATING THE DOWNSIDE OF I.T IN MARKETING

PORTIA CHIMBERENGWA

For those with the necessary talents, the telecommunications business offers a variety of job choices that are always changing. For those who chose it as a career, the position offers the chance to work with cutting-edge technology and offers a lot of perks. If you lack the necessary technical expertise, it may be challenging for you to develop in your profession as the sector becomes more dependent on technology. According to her, when Portia started her career at NetOne she found herself in a new environment with a lot of new learning experiences particularly with technological advancements.

“Early on, I needed to adapt to the new working environment with its technology and innovations.”

In order to stay current on emerging trends, Portia started reading books and articles about the sector. In order to advance her talents, she also started to volunteer for new tasks at work. She was able to upgrade her credentials as a result by enrolling in more classes, programmes, and trainings.

Currently, Portia Chimberengwa works as an acting regional manager for NetOne (Pvt) Ltd, where she oversees twenty Harare contact service stores and a total of 80 employees, including shop supervisors, customer service agents, cashiers, and brand ambassadors. She also has a dedicated group of seven senior account people who oversee all the major national accounts as well as the Harare territories. According to Portia, she is able to manage this sizable and diversified crew due of the abilities she has developed working for the company for the previous fifteen years.

Among the duties of the regional manager is ensuring that the sales goals set for the sales team are accomplished. Using strategies and action plans that ensure both short- and long-term profitable growth in sales revenues and market share, she controls the company's sales of its goods and services in Harare.

To advance
her talents,
Portia started to
volunteer for new
tasks at work.

“One might wonder why I joined NetOne telecommunications company having majored in Tourism and Hospitality Management.”

Contrary to popular belief, Portia completed an Honors Degree in Tourism and Hospitality Management at the University of Zimbabwe, achieving outstanding results in services marketing. She subsequently earned a Master's degree

in Strategic Marketing from Midlands State University to broaden her skills in the area relevant to her work for the organisation. She also then subsequently completed a project management course at the University of Zimbabwe in her desire to handle business and personal initiatives more effectively.

Blitz sales campaigns are now being undertaken by NetOne as part of a sales strategy meant to swiftly convert prospects into customers as well as raise awareness of the company's products and brand. In coordination with Netone's trade marketing, Portia is currently leading these blitz efforts in Harare. Reaching out to their clients and delivering NetOne items to the customer's door are among the goals and objectives of the blitz campaigns. The blitz campaigns' recruitment of channel partners in the targeted territories is another goal.

“Since these blitz campaigns are for a short period of time, we are ensuring that there are channel partners who shall continue satisfying the needs of the identified customers in the selected territories.”

The success of many



commercial operations in Zimbabwe is being hampered by the country's current economic problems, and marketers are not exempt because their actions directly affect the bottom line of the organization. Most marketers in Zimbabwe are compelled to operate on shrinking budgets. Unfortunately, most businesses swiftly slash their marketing budgets when they need to implement cost-cutting measures. As a result, the marketers will typically put in more effort than they would have with a sufficient budget, which has a detrimental impact on motivation. Contrarily, businesses shouldn't reduce their marketing spending during a recession because these expenditures help to increase brand stability and market share while also generating the desired increase in disposable income. The fierce competition in Zimbabwe is another problem that marketers must deal with.

Due to the similarity of the goods and services offered by some businesses, it can be quite difficult to separate out from the competition. Therefore, marketers ought to acquire the skills necessary to outperform their rivals. The decline in consumer disposable income in Zimbabwe has had a detrimental impact on both the supply and demand sides, which has a negative influence on sales. As a result, it becomes very difficult to meet the set goals, which puts a lot of strain on the sales team and is both unpleasant and difficult. As if that weren't enough, the sales staff now worries about losing their jobs due to declining demand, which has an impact on job security and motivation levels.

In order to prevent further erosion of consumers' disposable income from inflation, the government should continue to work towards price stability through maintaining low inflation.

Additionally, it is highly challenging for Zimbabwean marketers to aggressively sell locally produced goods and services due to the influx of low-cost imports from other nations. The government can implement supply-side policies to raise the competitiveness of exports and homegrown goods in order to address a balance of payments deficit.

Besides things currently affecting Marketing environment, the pandemic affected all of us in one way or another.

"Things were pretty hectic at the start of the pandemic, especially since I was suddenly working from home and navigating remote learning."

Portia says they learnt a lot in the remote work set up, "we learned how to build and manage an effective routine, juggling conflicting priorities, staying motivated, and maintaining productivity."

According to Portia, role conflict or playing multiple roles is the primary cause of stress for the majority of professional women. She claims that one of the difficulties we face as professionals is juggling several responsibilities, such as managing my work load, my family's demands, and my children's needs, as well as societal obligations.

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SHE BECAME A COMMUNICATOR BY ACCIDENT, BUT THRIVED

By Leroy Dzenga



TelOne is one of the model parastatals in the country. It has carved a niche as an agile institution, able to remain in sync with the ever-changing world.

From being a strictly traditional telecommunications company, focusing on voice calls and postal services, to being one of Zimbabwe's leading Internet Service Providers.

They now command a strong market share and brand

presence.

At the heart of the company's growth have been communication strategies.

Melody Harry is the name behind TelOne's post-2012 positioning, crafting, and execution of communications campaigns to align with the regeneration strategies that were being pursued.

She joined the organisation in 2014, coming from the youth development sector and was immediately met with a tall task. The company was making heavy investments into data provision, a pivot from the traditional business line they had grown known for over the years.

“I was lucky to have arrived when there was a lot of activity and transformation momentum. Working under the guidance of Dr. Chipso Mtasa, was the icing because you arrive thinking that you know and you quickly get to see the richer dimension to business strategy and the power of communication. She was a fearless leader who empowered you to try new ideas and was open to experimenting with concepts,” she says.

One of her major assignments was leading the headline TelOne rebranding of 2015.

“One thing I am very proud of is the fact that the business threat we had was perception. So, there was a lot of work we did to neutralise this negative perspective. We had to engage with the media, not for them to do our Public Relations but to understand us better,” she says, explaining the science behind the idea.

Her effort saw her being promoted within three years of arriving at the institution.

“I was appointed Head Corporate Communications and Client Experience which was another expansion of the role.

I was looking at soft issues affecting our clients, which could potentially be of impact to the business reputation.

Now a respected professional, revered across the sector, Melody says she became a communicator by accident.

“I got into the media space by accident. I had no idea what the media degree entailed but just picked it because it sounded interesting. I did the degree in Media and Society Studies at the Midlands State University,” she says.

The course content aligned with her long-held writing aptitude. Her affirmation came when she joined The Herald as an intern, doing work-related learning.

“My first taste of the workspace was in the newsroom at The Herald. I consistently share with others that this experience played a pivotal role in shaping me into the Communications Practitioner I am today. It’s an encounter that I will always be able to articulate, significantly influencing my understanding of environmental dynamics.”

For stakeholder engagement, you need to learn how to open doors, and this is why I also emphasize the need for newsroom experience for public relations roles. Unless you have gone through it or worked with a team member who has, you will probably not fully understand” says Melody.

During the time at The Herald, she worked on different desks including Entertainment, where she managed to win an award as a student journalist, a feat very few have achieved.

After her graduation she worked as a news reporter, focusing mostly on politics and current affairs, she served in this role before leaving the country for Namibia during the economic downturn era.

“I came back to Zimbabwe and took up a relief job at Alpha Media Holdings, back to the newsroom and a good opportunity to experience private media” she says.

“I was to then join the Zimbabwe Youth Council as their Communications Manager. It was an exciting environment I found myself in, with its

own politics, sensitivities and stakeholders. It was an opportunity to have a deep dive into public policy and development and as well have a deeper understanding of the national politics and messaging, which was part of my role dynamics” she says.

This is when she read for a Master’s Degree in Development Studies.

Her role expanded from just Communications, as she became the head of Communications and Programmes. She was now responsible for programmes, including coordinating the national youth status and participatory submission for the Zimbabwe Youth Council, a statutory body under the Ministry of Youth.



I got into the media space by accident. I had no idea what the media degree entailed but just picked it because it sounded interesting.





The Future Is Better Together

In 2014, she joined TelOne, where she etched her name among the most eminent female communicators Zimbabwe has ever seen.

Looking into the future, she is reimagining how the Communications space will be for her and other practitioners alike.

“I have already started to reposition myself as a sustainability practitioner. When you look at global issues’ trajectory, Environmental, Social and Governance issues are taking centre stage.

Whether you are talking business, commercial operations, Government policy, social services, or private enterprise, stakeholder value creation should be the priority. Brand Experience which is anchored by how deliberate we are in addressing, sustainability matters is the new playing ground for Communications professionals” says Melody.

According to her, stakeholder value creation driven by Environmental, Social and Governance consideration now influence how they work at TelOne, and this she says is a good opportunity to Communicators to be more relevant in driving or supporting overall business objectives.

“In the past Public Relations was just viewed as the link to the media and doing a few sporadic donations, because the understanding was that we should be good corporate citizens, which is just what is expected of us,” Melody says.

She says ESG issues, which are sometimes called Profit, People and Planet issues, have made Corporate Communications go beyond just talking to the media but permeate every pillar of the business.

As a senior female professional, Melody holds strong views on

Women and Girls Empowerment, a social investment area she is passionate about.

“Nobody owes you anything just because you are a woman, notwithstanding the numerous disadvantages society throws at you. The world is full of great women and (maybe men) who can do anything just like you, if not better. It all boils down to your attitude; your drive; your readiness to be present and sit at the table with the boys to be counted. Critically, it also comes down to your guts to dare to stand out and be noticed with no apologies. Conformity is good but in the most it is limiting!”, says Melody on the challenges and opportunities for professional women.

Back at her work, she singles out the network theft and vandalism that TelOne has been suffering as one of her professional pain points since she started working in Public Relations.

“Our network has been greatly affected by vandalism. It is difficult to interface with clients who would have been inconvenienced as a result, especially given the levels of recurrence. Our apologies and goodwill can only go so far, hence the pain. Of course, we continue to work on this and have instituted a multi-stakeholder response, which includes security agencies and bringing the community to be part of the fight,” says Melody.

Melody’s career has been illustrious, punctuated by brave career moves and a palpable commitment to growth, all this iced with several sector awards and recognition at her workplace.

What tomorrow holds for her and the rest of industry remains to be seen, but she remains upbeat.



An Inspiring Journey in Sales and Marketing: An Interview with the Chief Sales Officer of Econet Wireless Zimbabwe

IVY SITHOLE

In this interview, we get an opportunity to gain insights from an accomplished sales and marketing professional with vast experience in the telecoms industry. Ivy Sithole rose through the ranks to become the Chief Sales Officer of Econet Wireless Zimbabwe and has seen the company grow and evolve over the years. We delve into her background, what drew her to the world of marketing, and the valuable lessons that she has learned throughout her career. Join us as we embark on an inspiring journey with this seasoned professional.

Tell us a little bit about yourself and your career in marketing? How did you end up at Econet?

I am married, a mother of 2 and recently reached the high mission of grandparenting. I have enjoyed a varied and long career in sales and marketing. Starting out in the financial services sector, I did a short stint in ICT before joining the telecommunications industry. Interestingly I did not start out my career as a marketer, that came much later in my professional journey and I had to go back and burn the mid-night candle to qualify in marketing and sales to align myself to an opportunity then, which as it turned out was also my professional calling.

I was head hunted and joined Econet Wireless in 1998. Econet was “THE” company to work for even though it was the third and last operator in terms of market entry, customer uptake and market capitalization. I started out as a Special Projects Administrator and have never looked back. I have been grown through the ranks and in various departments making my stay with Econet both exciting and challenging. Rising through the ranks as Head of Business Solutions and General Manager for Mashonaland East and Chitungwiza, through to my current post of Chief Sales Officer, with Sales and Distribution responsibilities for Econet Wireless Zimbabwe.

“

Marketing is a way of making a difference in the world, by helping people solve their problems, fulfill their desires, or achieve their goals.

What made you fall in love with the world of marketing? What particular moment in time pushed you to pursue this as a career? After all, we all wanted to be Doctor's growing up, right?

- Truth be told, it was not love at first sight. Marketing grew on me. I was more your banker type professional. I was seconded to the commercial department when I joined Econet, and it was then that I grew to love the world of marketing as it combined my passion of communication, creativity, and business development.
- Marketing also allows me to connect with people and understand their needs, preferences, and emotions.
- Marketing is not just about selling products or services, but about creating value and building relationships. Marketing is a way of making a difference in the world, by helping people solve their problems, fulfill their desires, or achieve their goals.
- Marketing is a way of learning, growing, and having fun. That's why I love marketing. The world of marketing provides me with a lot of data and customer insights which I get to utilize to make informed decisions. It is near impossible to make the perfect decision given any situation because there are so many variables that directly and indirectly affect the outcome of any situation, but marketing is what gets me close to the perfection that guarantees me the satisfaction I desire when it comes to decision making, because of the information which I get from research and customer interactions that I wouldn't get in other fields.

You have accumulated an envious amount of experience having worked for over 20 years. What did you learn from previous roles and how do you apply experiences in your current role at Econet?

- I have learnt that as a leader you must develop a strong team through shared vision and walking your talk. It is through this team that you can deliver on your mandate to your customer.
- Focus on the customer. In your communication, product design and sales plans, focus on the need of the customers because once you take care of the needs of the customers, business growth will follow.
- Relationships matter in business. Develop and maintain strong relationships with key stakeholders by being professional, ethical, and honest in your dealings. A strong professional and social network will help you deliver on your business objectives.

These life lessons that I have picked over the years have assisted me in:

- Quickly building strong teams by tapping into individuals'

strengths. This enables delivery at extremely high levels and ensures continued growth and learning of the team and the team feeds off each other's strengths.

- Focus on the customer enables us to adapt, innovate and be agile in a fast changing and competitive market, by staying on top of the latest trends, technologies, and customer behaviors, and by experimenting with new methods, channels, and formats.
- Balancing off short-term and long-term goals, by managing the trade-offs between revenue growth, profitability, and customer satisfaction, and by prioritizing the most impactful actions and initiatives.

Are there specific challenges you have faced as a woman in marketing and how did you overcome them?

- Work-life balance: Having to juggle multiple responsibilities and roles, such as being a mother, a wife, a daughter, or a caregiver, while holding down a very demanding job. This can lead to stress, burnout, or guilt.
- Lack of confidence: As with most women marketers, I have during my career often suffered from self-doubt, impostor syndrome, or fear of failure. If not managed, this can prevent us as women from taking risks, speaking up, or showcasing our achievements. According to a study by Hewlett-Packard, women only apply for jobs if they meet 100% of the qualifications, while men apply if they meet 60%.

I would say self-awareness was the first step for me to deal with these challenges. I had to accept the weaknesses and then work on minimizing their impact on my career as well as home life. I have relied on mentors to assist me when I struggle with "when is it the right time to take the next move". Having someone who can tell you as it is and challenge you to stretch yourself as well as route for you when you do well is an important part of developing confidence in yourself. There are also many initiatives and organizations that support and empower women in marketing, such as Women in Digital Marketing, Women in Marketing and She Runs It, that one can rely on.

Who is someone that helped you on your current path to becoming a marketing and communications leader?

My older sister, Lisa Makwembere. When I was seconded to the commercial department at Econet I was not sure that it was a good career path for me and had contemplated leaving the organization. My sister had sat me down and we worked through my resistance to change. Once I agreed to give it a shot, as we proverbially say, the rest is history.

What were pivotal moments in your career that contributed to your success?

My grooming at Dominican Convent Chishawasha, the mantra at the school was that you can not accept anything less than perfection from yourself. It taught me to pay attention to detail and to accept no less than 100% from myself. To date, many many years later, I still accept nothing but the very best from myself.

What were some failures or difficulties in launching a product or campaign that you faced and what did you learn from that?

Launching a product or campaign can be both a challenging and risky endeavor, as many factors can affect its success or failure. During a 'first of its kind in Zimbabwe' product launch, I faced the following common failures and difficulties:

- Lack of market research: This means not understanding the needs, preferences, and behaviors of the target audience, as well as the competitive landscape and market trends. Without proper market research, a product or campaign may fail to deliver value, solve a problem, or meet a demand.
- Lack of product-market fit: This means not creating a product or campaign that matches the expectations and desires of the potential customers, or that differentiates itself from the existing alternatives. Without product-market fit, a product or campaign may fail to attract, retain, or satisfy customers.
- Lack of adequate resources: This means not having enough time, money, people, or tools to develop, launch, and support the product or campaign. Without adequate resources, a product or campaign may face delays, errors, quality issues, or

customer complaints.

These are some of the common failures and difficulties in launching a product or campaign. However, they can be avoided or overcome by following some best practices such as:

- Testing and iterating the product or campaign with real customers to ensure product-market fit and customer satisfaction.
- Crafting a clear and compelling positioning statement that highlights the unique value proposition, benefits, and features of the product or campaign.
- Developing and implementing a comprehensive marketing strategy that covers the 4Ps of marketing: product, price, place, and promotion or better still the 7Ps.
- Aligning the internal teams and stakeholders on the vision, goals, and processes of the product or campaign launch to get the necessary resource support.

What emerging marketing trend excites you?

Many emerging marketing trends excite me, but I'll mention a few that I think are especially interesting and promising.

- More inclusive media planning: This trend is about ensuring that the media channels, platforms, and formats that marketers use to reach their



audiences are diverse and representative of the people they serve. This means not only creating inclusive and relevant content but also choosing media partners that share the same values and vision. I think this trend is exciting because it shows that marketers are becoming more aware and responsible for the social impact of their campaigns and that they are striving to create more meaningful and authentic connections with their customers.

- **Advertising with a purpose:** This trend is about aligning marketing goals with social or environmental causes that matter to the brand and the audience. This means not only communicating the brand's purpose and values but also demonstrating them through actions and initiatives that make a positive difference. I think this trend is exciting because it shows that marketers are becoming more purpose-driven and value-based and that they are leveraging their influence and resources to create a better society and above all a better world.
- **Augmented reality experiences:** This trend is about using augmented reality (AR) technology to create immersive and interactive experiences that enhance the customer journey. This means not only using AR to showcase products or services, but also to provide information, entertainment, or education. I think this trend is exciting because it shows that marketers are becoming more innovative and creative, and that they are using AR to deliver more engaging and memorable experiences.

What apps/software/tools can't you live without?

I can't live without my Calendar app definitely, gone are the days when we relied on hard copy calendars now we have all these modern ways of scheduling and tracking appointments wherever we are and it makes work so easy to schedule. And just to list other apps I can't live without:

- Office Email Suite
- WhatsApp
- LinkedIn
- Google Maps
- Alarm (clock on android or Appstore)
- Google News

What are your thoughts on Marketing and Sales alignment? How do you align your Marketing and Sales team at Econet?

Marketing and sales alignment is a very important topic for any business that wants to grow and succeed. It means that the marketing and sales teams must have a shared vision, strategy, and goals, and that they must work together to generate, nurture, and close leads. When marketing and sales are

aligned, they can deliver a better customer experience, increase conversions, and boost revenue.

Some of the benefits of marketing and sales alignment are:

- **Higher quality leads:** Marketing can use sales feedback to create more relevant and targeted content and campaigns that attract and engage the ideal buyers. Sales can use marketing insights to prioritize and personalize their outreach and follow-up.
- **Shorter sales cycles:** Marketing can help sales by providing them with the right content and tools to educate and persuade prospects at each stage of the buyer's journey. Sales can help marketing by providing them with timely updates on the status and needs of each lead.
- **Higher customer retention:** Marketing can continue to support sales after the deal is closed by providing customer onboarding, education, and advocacy programs. Sales can continue to support marketing by providing customer referrals, testimonials, and case studies.

I utilize some of the best practices for marketing and sales alignment and these include:

- **Defining common goals and metrics:** Marketing and sales should agree on what constitutes a qualified lead, how to measure the performance of each team, and how to reward success.
- **Establishing Service Level Agreements (SLA):** Marketing and sales should document their roles and responsibilities, expectations, and processes for lead generation, qualification, handoff, and follow-up.
- **Communicating regularly and effectively:** Marketing and sales should use tools and platforms that enable them to share data, feedback, and insights in real time. They should also schedule regular meetings and reviews to align their strategies, tactics, and results.

These are some of my thoughts on marketing and sales alignment.

What advice would you give to the next generation of women marketers?

That's a great question. Marketing is a dynamic and competitive field, and women have a lot of potential to succeed and make a positive impact. Here is some advice I would give to the new generation of woman marketers:

Be confident and authentic: Don't be afraid to showcase your skills, talents, and personality. Women have unique perspectives and experiences that can enrich their marketing strategies and campaigns. Don't let anyone tell you that you can't do something or that you have to conform to a certain stereotype.

Be yourself and let your voice be heard.

Learn from other women: There are many successful and inspiring women in the marketing industry who can offer valuable insights, guidance, and mentorship. Seek out opportunities to network, collaborate, and learn from other women marketers. You can join organizations, events, and conferences geared toward female entrepreneurs. You can also follow blogs, podcasts, and social media accounts of women who are leaders in your niche or field of interest.

Keep up with the trends and technologies: Marketing is constantly evolving and changing, and you need to stay on top of the latest developments and innovations. You can use online tools, platforms, and resources to research your target market, analyze data, create content, and measure results. You can also experiment with new methods, channels, and formats to reach and engage your audience. We are also in the age of Artificial Intelligence & Machine Learning, which are key technologies to adopt for greater productivity & greater return on investment.

Be creative and innovative: Women are known for their creativity and innovation, and these are essential skills for any marketer. You can use your imagination and knowledge to generate original and compelling ideas for your marketing campaigns. You can also use storytelling techniques to connect with your audience on an emotional level. You can also leverage your artistic abilities to create visual elements such as graphics, videos, or animations that capture attention and convey your message.

Have fun and enjoy the process: Marketing can be challenging and stressful at times, but it can also be rewarding and fulfilling. You should enjoy what you do and have fun along the way. You can celebrate your achievements, learn from your failures, and appreciate the feedback you receive. You can also find ways to balance your work and personal life, and take care of your physical and mental health.

I thank you.

In conclusion, this interview with the Chief Sales Officer of Econet Wireless Zimbabwe, Ivy Sithole,

is a remarkable testament to the power of hard work, determination, and the support of others. Ivy's journey in sales and marketing serves as an inspiration for those interested in entering this field, particularly women. She is a strong advocate for women's empowerment and believes in the positive impact that marketing can have on the world. Her commitment to helping other women succeed and her passion for making a difference through marketing make her a role model worth following.

Overall, this interview leaves us with a sense of hope and a reminder to never give up on their dreams.

The interview ends on a positive note, with Ivy Sithole expressing her excitement about the future of marketing and her commitment to helping other women succeed. This is a powerful message that will hopefully inspire others to pursue their dreams. This article also highlights the importance of mentorship and support networks. Ivy credits her mentors with helping her to overcome challenges and achieve her goals. This

is a reminder that we all need help from others along the way.



Be creative and innovative: Women are known for their creativity and innovation, and these are essential skills for any marketer.



Meet the Women of MAZ:

Shaping the Future of Marketing



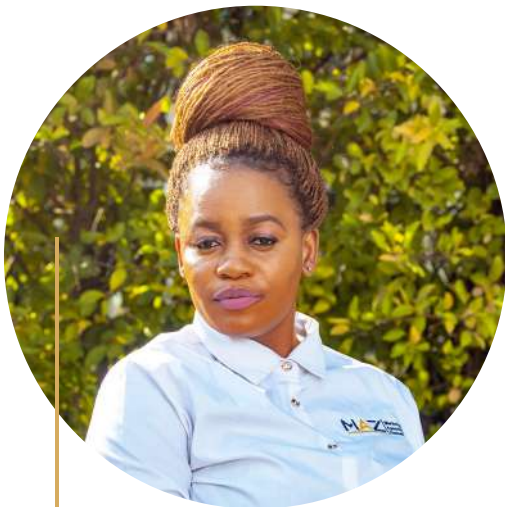
**PRISCILLA
DHLIWAYO**
REGIONAL COORDINATOR

Serving as the Regional Coordinator in Bulawayo, brings a wealth of expertise and enthusiasm to my role, playing a pivotal part in the success and growth of the Marketers Association of Zimbabwe. With a focus on building and expanding the membership base, I am responsible for recruiting diverse members, including esteemed corporate partners and individual professionals across various levels.

My role extends beyond membership recruitment, as I actively manage and facilitates a range of training programs aimed at enhancing the professional development of marketers. These programs include Professional Certificate in Digital Marketing (PCDM), Professional Diploma in Digital Marketing (PDDM), Executive Certificate in Digital Marketing (ECDM), Certificate in Sales and Marketing, Advanced Certificate in Professional Development (ACPD) and ZimChartered.

In addition to my involvement in training, I am the driving force behind a diverse array of events, each carefully designed to enrich the professional and social experiences of members.

My love for working with marketers is evident in my dedication to creating opportunities for networking, learning, and celebration within the marketing community. My role as Regional Coordinator is marked by a commitment to excellence, inclusivity, and the overall advancement of the marketing profession in Zimbabwe.



**CATHRINE
MAGIRAZI**
TRAINING ADMINISTRATOR

I am a proficient Training Administrator at the Marketers Association of Zimbabwe, playing a pivotal role in overseeing all aspects of training administration for the organization's various institutes. With a keen eye for detail and a passion for education, I ensure the smooth functioning of training programs from initiation to completion.

I take charge of organizing and coordinating training activities, including scheduling courses, managing logistics, and handling the necessary administrative processes. My responsibilities extend to overseeing the training calendar, ensuring that all programs align with the organization's educational objectives.

One of my significant responsibilities is orchestrating graduation ceremonies for students who have successfully completed their training. My meticulous planning and organizational skills come to the forefront as I manage the graduation process, from coordinating with instructors to preparing certificates, creating a memorable and dignified experience for the graduates.

My dedication to this role goes beyond the administrative tasks; I am committed to providing support to both trainers and trainees to enhance the overall training experience. My role as a Training Administrator not only contributes to the professional development of individuals but also adds value to the overall educational initiatives championed by the organization.



**RUDO
MUTUMBA**

BUSINESS DEVELOPMENT
EXECUTIVE - EVENTS AND
SPONSORSHIP

I am a dynamic and accomplished Business Development Executive specializing in Events and Sponsorship. With a passion for creating impactful experiences, I excel in organizing a diverse range of events that leave a lasting impression on participants.

As the driving force behind events such as the Business Review Conference, Business Expo, Women In Marketing: Wellness and Fun Day, Corporate Speed Networking, Superbrand Business Breakfast, MAZ Charity Golf, Women In Marketing (Business Soiree), Exceptional Marketing Awards, Annual Marketers Convention, and Superbrand Awards, I showcase unique ability to curate and execute events of varying scales and purposes.

My commitment to excellence is evident in my meticulous planning and execution of each event, ensuring they align with the organizational goals and objectives.

Whether it's fostering networking opportunities through Corporate Speed Networking or celebrating exceptional achievements in marketing through the Exceptional Marketing Awards, I constantly consistently deliver events that contribute to the growth and success of the organizations and individuals involved.

“Don't be intimidated by what you don't know. That can be your greatest strength and ensure that you do things differently from everyone else.”

- Sarah Blakely, Founder of Spanx



**RUVARASHE
SIMBANEGAVI**

TRAINING COORDINATOR
MICXP

Serving as the Training Coordinator at the Institute of Customer Experience Practitioners (MICXP), I am a dedicated professional with a profound commitment to enhancing the field of Customer Experience Management (CEM). I am responsible for recruiting and organizing a diverse range of training programs that contribute to the professional development of individuals in the realm of customer service.

My expertise extends beyond traditional training programs, as I also spearhead workshops designed to address specific needs and challenges within the customer service landscape. Notable workshops organized under my guidance include Customer Service for the Public Sector and SMEs

My commitment to advancing the understanding and practice of Customer Experience Management is evident in the diverse array of programs I oversee, contributing significantly to the growth and excellence of the MICXP.

In a rapidly evolving digital era, I stand as a driving force, ensuring that professionals are equipped with the knowledge and skills needed to excel in the dynamic field of Customer Experience Management.



**ROSE
ZINJIVA**
TRAINING COORDINATOR
MIDP INSTITUTE

I am an enthusiastic marketing professional with a profound passion for the field. My expertise lies in customer relationship management, interaction, and networking. In my role as the Training Programs Coordinator at the MIDP Institute, I am tasked with designing and coordinating impactful marketing training programs.

With a keen focus on building and nurturing customer relationships, my goal is to create exceptional experiences that foster customer loyalty and satisfaction. I firmly believe in the transformative power of effective communication and personalized engagement to establish meaningful connections with customers.

My commitment to staying abreast of the latest marketing trends enables me to develop innovative strategies that yield tangible results. By applying my skills in customer relationship management, I aspire to drive growth and success for both individuals and organizations.

Whether it involves crafting comprehensive training programs or executing customer-centric marketing campaigns, I am genuinely passionate about making a positive impact in the marketing world. My driving belief is that effective marketing begins with understanding and meeting the needs of customers, and I am dedicated to creating memorable experiences that leave a lasting impression.

On a personal note, I am a Seventh-day Adventist, part of a thriving, ethnically diverse, and expanding community of believers committed to serving God and caring for one another.

“Your best mentors are your peers, because you will rise together.”

- Joanna Coles, Former Chief Content Officer of Hearst Magazines³



**TANAKA LUBIANA
TAPASOWA**
CORPORATE
COMMUNICATIONS
ASSISTANT OFFICER

In the realm of corporate communications, a crucial position lies in the role of a corporate communications assistant officer within the organization's communications team. This role involves actively shaping the company's public image, engaging with stakeholders, and providing support for diverse communication activities. I find immense satisfaction in this role due to its capacity to make a positive impact on the organization's reputation, the continuous learning it offers, and the collaborative work environment it fosters.

Beyond the corporate realm, I find immense joy in farming. Cultivating the land is not just a hobby for me; it's a passion that brings a sense of fulfillment and connection with nature. There's something truly rewarding about seeing the fruits of your labor, quite literally.

On the flip side, to balance the demands of corporate life and the tranquility of the farm, I indulge in Taekwondo as a hobby. The discipline, focus, and physical activity involved in this martial art provide the perfect counterpoint to the fast-paced world of corporate communication.

So, whether I'm crafting compelling social media content or getting my hands dirty on the farm, or even practicing Taekwondo kicks and punches, I'm embracing the diversity that life has to offer, finding fulfillment in both my professional and personal pursuits. Cheers to a well-rounded journey!



Insurance Marketer with a Heart of Resilience: PATRICIA CHIGWA MUTUMHA

By Elia Ntali

Patricia Chigwa Mutumha, popularly known as Trish, stands as a shining example of what can be achieved with a strong work ethic and a positive mindset.

With over 15 years of experience in the short-term insurance business, Trish's journey from a humble upbringing to becoming a Customer Experience Manager at NicozDiamond Insurance is nothing short of resilience.

Growing up in the suburb of Cranborne, her childhood was marked by high expectations and a sense of responsibility.

"From a very young age I faced high expectations and was viewed as the trailblazer who needed to pave the way for the younger family members. I grew up in a strict and Christian environment which provided a strong foundation in my upbringing. I stayed in the small suburb of Cranborne Park and was educated at Nettleton Primary and Goromonzi High schools before enrolling for my tertiary education.

"My professional journey started in the banking sector where I stayed briefing before entering the insurance space where I have been for more than 15 years. I am a chartered marketer, Insurance associate and hold an MBA in strategic Management (NUST)," said Trish

She dedicates her foundation of success to her parents who provided an environment that gave her a sense of security.

"My parents provided a nurturing environment with love, care, and support that gave us a sense of security and well-being. For me this laid a great foundation for future success. The discipline and appropriate boundaries that were set within the home helped us to understand rules and develop self-control and accountability which are critical elements of growth

"Having faced many obstacles in life, I know that hardships are inevitable as you progress through life. What keeps me going is a positive mindset and the realization that "Life isn't about waiting for the storm to pass. It's about learning to dance in the rain," she said

Trish draws inspiration from various sources, and she admires the journeys and achievements of others.

"I draw inspiration from several sources. I have many people whose journeys, achievements, and the values they embody provide motivation and guidance in my pursuits. In addition, my own life experiences, both positive and challenging, are a

wellspring of inspiration. When I reflect on my accomplishments, how I overcome obstacles, and my overall life journey fuels my motivation and provides valuable insights for my future endeavors.

"My advice will always be "embrace Adaptability" One must remain open to change and adapt to new circumstances. The path to your dreams may not always be straightforward or as planned. Embracing flexibility will allow you to adjust, explore new opportunities, and find alternative routes to success.

"Maintaining a positive mindset takes practice and patience. I have cultivated a daily gratitude practice by reflecting on and appreciating the positive aspects of my life. I do this by simply taking a few moments each day to mentally acknowledge the things that I am grateful for. Focusing on gratitude has shifted my perspective and helped me to develop a positive mindset," says Mutumha

Time management is crucial to Patricia's efficiency and also recognizes the importance of unplugging from work during personal time to rejuvenate and maintain inspiration.

"Good time management is key, I try to efficiently manage my time to optimize productivity and create space for personal interests. I have also established boundaries around technology and have created dedicated times to disconnect from work unplugging from emails, notifications, and work-related tasks during personal time as it is essential for rejuvenation and maintaining inspiration.

"I reach out to my support network to gain perspective and guidance. I find that when I share my experiences with trusted individuals who can provide advice, encouragement, and fresh insights it helps me to navigate setbacks more effectively and broaden my perspective. I dedicate time to learning something new every day. It could be a new skill, trends, or any subject that interests me. I have found that continuous learning broadens my way of thinking and contributes to my personal development," she said

Self-doubt is a common experience, but Patricia conquers it by challenging negative thoughts.

"I regain my confidence by challenging my negative thoughts. Once I become aware of my self-doubt, I question the evidence behind those thoughts and remind myself of my past successes





Resilience has been a powerful tool that empowered me to navigate challenges and reach my desired outcomes.

and strengths to counterbalance self-doubt.

“Gratitude is a powerful practice that has had a profound impact on my well-being and outlook on life. I have seen that acknowledging and appreciating the kindness, support, and love I receive from others has helped to foster deeper connection and encourages a cycle of positivity and generosity. I have seen that when I focus on the things that I am grateful for, it shifts my attention away from stressors and allows me to experience a sense of calm and perspective.

“I am constantly seeking information on industry trends by following industry blogs and gathering inspiration from thought leaders and experts in the field. I also look beyond my immediate industry for inspiration to infuse fresh perspectives into my work,” she adds

Failure, to Patricia, is not a setback but a natural part of the learning process that provides valuable feedback and insights that fuel improvement and growth.

“I have a different perception of failure. Instead of seeing it as a negative outcome or a reflection of my worth, I view it as a natural part of my learning process. I have come to realise that failure provided valuable feedback and insights that have helped me to improve and grow.

“My advice is “Start with Small Steps” making a difference doesn’t always require grand gestures. Begin by taking small, meaningful actions within your reach. Every positive action, no matter how small, can have a ripple effect and create change. For example, contributing knowledge and expertise to an association linked to your field is a great start.

“It is important to listen to your own needs, prioritize self-care activities that resonate with you, and make them a regular part of your routine. By taking care of yourself, you can maintain balance, prevent burnout, and thrive in all areas of your life,” Patricia says

Resilience has been Trish’s ally in navigating challenges and achieving her goals as it provides her with the determination and endurance necessary to stay committed for the long haul.

“Resilience has been a powerful tool that empowered me to navigate challenges and reach my desired outcomes. Achieving significant goals often takes time, effort, and consistency. Resilience helps me to maintain momentum and to keep pushing forward, even when progress seems slow, or obstacles feel overwhelming. It provides me with the determination and endurance necessary to stay committed for the long haul.

“I pay attention to the activities that make me lose track of time, where I feel fully absorbed and in a state of flow. Understanding the activities that bring me to flow gives me clues about my unique talents,” said Mutumha.

Patricia’s commitment to balance extends to her family. She is married to Alford Mutumha, and they are blessed with two beautiful girls, Panashe and Munashe.

THE OLD GUARD:

PROFESSIONAL PRACTICES THAT ARE FADING AWAY

Navigating the Changing Landscape of Modern Work Culture

By Praxie Dzangare

INTRODUCTION:

In today's fast-paced and ever-evolving professional world, it's undeniable that certain practices and behaviours have undergone a significant transformation. As technology advances and new generations enter the workforce, traditional norms and etiquettes have gradually faded away. Let's take a closer look at some of the professional practices that are becoming increasingly rare in the modern era.

1. TIME MANAGEMENT HAS GONE OUT OF FASHION:

In an era of constant distractions, time management skills seem to have lost their appeal. With the rise of social media, notifications, and the pressure to be always connected, professionals often struggle to prioritize tasks and effectively manage their time. The ability to focus on important projects without succumbing to constant interruptions has become a rare skill indeed.

2. MARKETERS DON'T WRITE PROPER BRIEFS ANYMORE:

In the fast-paced world of marketing, the art of crafting a comprehensive and well-defined brief seems to have been neglected. With tight deadlines and the need for quick turnarounds, marketers often opt for shortcuts, sacrificing the clarity and depth that a proper brief provides. This can result in misalignment and confusion within teams, leading to suboptimal outcomes.

3. THE INDUSTRY HAS BEEN INFILTRATED BY ROGUE ELEMENTS:

In every industry, there are individuals who operate unethically and damage the reputation of the profession as a whole. Unfortunately, these rogue elements have infiltrated various sectors, engaging in dishonest practices that undermine trust and professionalism. It is crucial for organizations and professionals to remain vigilant and uphold high ethical standards to counteract this negative influence.

4. PEOPLE DON'T HAVE PHONE MANNERS ANYMORE:

With the prevalence of texting, messaging apps, and email, the art of proper phone etiquette seems to be fading away. People are more likely to send a quick text or email rather than engaging in a meaningful

conversation over the phone. This lack of phone manners can hinder effective communication and personal connection, creating a sense of disconnection in professional relationships.

5. COURTESY IN EMAIL IS NOW DINOSAURS:

In the digital age, where emails have become the primary mode of communication, common courtesies such as proper greetings, thank-yous, and well-structured messages are often overlooked. Quick, informal, and sometimes curt emails have become the norm, potentially eroding professional relationships and leaving a negative impression on recipients.

6. PROFESSIONAL DRESSING HAS GONE TO THE DOGS:

The notion of dressing professionally has evolved significantly, with a more relaxed and casual approach becoming the norm in many workplaces. The advent of COVID-19 didn't make anything better! While the shift towards comfort and self-expression is valuable, it is essential to strike a balance between personal style and maintaining a professional image, as appearances can still influence how one is perceived in certain industries and contexts.

7. PROFESSIONAL COURTESY IS NO LONGER BEING EXTENDED. THE COMPETITION IS CUTTHROAT:

As competition intensifies in various industries, professional courtesy can sometimes take a backseat. The pressure to succeed and outperform peers can lead to a cutthroat environment, where collaboration and support are overshadowed by individual ambitions. Nurturing a culture of professional courtesy and supporting one another can foster a more positive and conducive work environment.

CONCLUSION:

While it is natural for professional practices to evolve and adapt to changing times, it is important to reflect on the values and principles that have guided successful professionals in the past. By embracing a balance between new trends and traditional practices, today's professionals can navigate the dynamic landscape of work culture.

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