

# MANAGEMENT PROFILE



## Kgomotso Duma

*Marketing and Communications Manager*



Kgomotso Duma is the Marketing and Communications Manager at BioPAD and has been in this role since 2008. Her key responsibilities include the development and project management of the marketing strategy; including advertising, communication and promotional programmes, in liaison with stakeholders (both internal and external), the organisation and other service providers.

She holds a BCom in Management and Economics from the University of the North West and is currently working on her dissertation for her MBA through Milpark Business School, in Johannesburg. She has also been certified through the Situational Leadership and Advanced Management Programme at SABS, as well as in Implementation and Evaluation of Quality Systems (ISO 9001:2000). She has completed a TV Presenting Course through the SABC and media and public speaking courses through the Communications Academy.

Her previous experience includes 7 years at the South African Bureau of Standards (SABS). She has much experience in all aspects of marketing including market research, sponsorships, developing and producing marketing material, designing corporate branding, advertising, developing marketing strategies, drafting marketing budgets and stakeholder management. She also gained marketing experience at through positions at Nhlalala Investments, Panasonic Business Systems, and Scientific Resource Management.