

# Stephanie Venter

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**Location:** Gauteng, South Africa

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Communications and reputation strategist with over a decade's experience delivering integrated strategies for major companies operating globally and across Africa. Proven success managing cross-border initiatives across 13+ markets in highly regulated industries. Core strengths in strategic communications, stakeholder engagement, issues management, and creative problem-solving.

UCT alumna with strong ties to the university – former Editor-in-Chief of VARSITY newspaper and recipient of the Kerry Capstick-Dale Student Leadership Award. Passionate about contributing to UCT's continued excellence through strategic governance and meaningful alumni engagement.

## KEY ACHIEVEMENTS

- Successful external communications strategies advancing multinational business objectives across sub-Saharan Africa
- Developed communications across 13 African markets for a major brand transformation initiative
- Delivered PR & communications in Africa for global brands including Amazon Web Services and BNP Paribas
- Worked on launch PR for Zeitz Museum of Contemporary Art Africa (Zeitz MOCAA)
- Recognised for innovative campaign development and sustainability communications initiatives

## CORE COMPETENCIES

- Reputation measurement and management
- Strategic communications and planning
- Issues, risk and crisis communication and management
- Cross-cultural collaboration and team leadership
- Strategic problem-solving and critical thinking
- Governance and organisational strategy

## PROFESSIONAL EXPERIENCE

### Apr 2022 – present **CORPORATE AFFAIRS MANAGER / BUSINESS COMMUNICATIONS & SUSTAINABILITY MANAGER – BAT South Africa**

- Development & execution of communications strategies aligned to business priorities across Southern African markets
- Adaptation of globally or regionally developed communication approaches and assets for local markets
- Management of sustainability communications and execution of stakeholder engagement programmes
- Management of cross-functional collaboration and delivery of integrated communications across multiple markets
- Direction on creative campaign projects and thought leadership initiatives

### Dec 2019 – Dec 2021 **CORPORATE PR ACCOUNT DIRECTOR** **MSL Group, Johannesburg** (international PR agency; part of the Publicis Groupe)

- Led strategic planning, issues management, crisis communications for global client portfolio
- Managed client budgets, a team of three direct reports, and served on agency management committee
- Mentored and developed direct reports and junior staff, fostering a high-performing culture and personal development
- **Client portfolio:** Amazon Web Services (AWS), Afrocentric Group, Ericsson, Momentum, Mazars (now Forvis Mazars), BNP Paribas

### Jan 2014 – Nov 2019 **STRATEGY ASSOCIATE / ACCOUNT MANAGER** **Corporate Image** (independent PR, corporate affairs & communications consultancy)

- Managed planning, issues and crisis communications for key agency clients
- Substantial focus on media relations, content development and planning, project management
- PR agency manager for Absa's brand transition from Barclays Africa across 13 African markets
- Communications for BAT South Africa to raise awareness of the fiscal dangers of illicit trade
- Managed publicity and media relations for the V&A Waterfront, one of SA's leading destinations
- Worked on the global launch of the internationally renowned Zeitz Museum of Contemporary Art Africa
- Additional experience in crisis & internal communications for Unilever and research for South African Breweries (SAB)

## EDUCATION

**2013** **Postgraduate Diploma in Management, University of Cape Town**  
**Specialisation:** Marketing  
**Key modules:** Strategic Management, Managerial Finance, Consumer Behaviour, Integrated Marketing

**2012** **Bachelor of Arts (Honours), University of Cape Town**  
**Specialisation:** Media Theory & Practice (first-class pass)

**2009–11** **Bachelor of Arts, University of Cape Town**  
**Majors:** Media & Writing (distinction) and English Language & Literature

## UNIVERSITY LEADERSHIP & RECOGNITION

### VARSITY Newspaper Editor-in-Chief (2012) & News Editor (2011)

- Led UCT's official student newspaper
- Awarded the Kerry Capstick-Dale Student Leadership Award (2012)

### Additional recognition

- A.W. Mellon Scholarship & Dean's Merit List
- Golden Key International Honour Society

## REFERENCES

Available on request.