

# UYANDA BARBARA SIBIYA

Gender: Female

South African

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## PROFESSIONAL PROFILE SUMMARY

**Uyanda Barbara Sibiya**, is a South African public governance executive with more than twenty years of leadership experience across government institutions, statutory-aligned entities, civil society organisations and strategic advisory environments. Her career has been dedicated to strengthening institutional systems that enable the practical realisation of constitutional rights within the framework of the [Constitution of the Republic of South Africa, 1996](#). Her professional work spans senior public administration, board governance, policy advocacy and institutional reform initiatives addressing social development, regulatory accountability and inclusive economic participation. She has served at Deputy Director General level within provincial government, led a multi-sector advisory firm as Chief Executive Officer for nine (9) years, and currently serves on non-profit and governance boards. Her executive profile is defined by public finance governance under the Public Finance Management Act, institutional accountability, strategic planning and execution, regulatory alignment, stakeholder systems management, and organisational performance oversight. She possesses direct experience navigating intergovernmental structures, cabinet reporting processes, audit compliance cycles, and multi-stakeholder negotiation environments. She combines state-level governance literacy with board-level leadership discipline and academically grounded institutional analysis through her studies of a Master of Philosophy in Corporate Strategy at the Gordon Institute of Business Science. Her leadership orientation is grounded in institutional reform, regulatory legitimacy, operational excellence, and measurable economic participation outcomes.

## CORE COMPETENCIES

Public Governance and Institutional Accountability; Human Rights and Social Development Advocacy; Board Governance and Fiduciary Oversight; Strategic Planning and Organisational Leadership; Regulatory and Policy Systems Analysis; Stakeholder Governance and Multi-sector Coordination; ESG Strategy and Inclusive Economic Development; Public Finance Management & Governance Oversight; Strategic Planning & Organisational Execution; Regulatory Navigation & Institutional Reform; Stakeholder Systems Leadership; Performance Management & Risk Mitigation; Standards and Compliance Architecture Insight; Political Acuity & Intergovernmental Coordination; ESG Integration & Sustainable Infrastructure Strategy.

## PROFESSIONAL EXPERIENCE

### BOARD AND GOVERNANCE ROLES

Non-Executive Director

**Save the Children South Africa** | *March 2025 – Present*

Deputy Chairperson

**Gauteng Film Commission** | *Oct 2005 – Aug 2008*

Board Director

**Tara Mental Health Hospital** | *May 2008 – May 2010*

Founder

**Uyanda Mbuli Youth Empowerment Project** | *1997 – Present*

### UYANDA MBULI CORPORATION (UMC) – Johannesburg

**Chief Executive Officer** | *Jan 2016 – Mar 2025*

**Chairperson** | *Mar 2025 – Present*

- Founded and led a multi-sector strategic advisory firm aligning corporate strategy with measurable governance and ESG outcomes.
- Held full executive responsibility for financial planning, revenue generation, organisational restructuring, risk oversight, and operational performance.
- Directed complex stakeholder engagements across corporate, public, and development sectors.
- Provided institutional reform advisory, including regulatory navigation, governance alignment, and standards-based compliance frameworks.
- Managed high-risk sector transitions within the disability inclusion environment, safeguarding funding streams, governance integrity, and stakeholder confidence.
- Built cross-sector coalitions engaging corporate leadership, foundations, regulators, and policy actors to advance systemic reform initiatives.

### SOUTH AFRICAN NATIONAL DEAF ASSOCIATION (SANDA)

**Strategic Advisor: SASL-Bilingual Infrastructure** | *Jul 2025 – Dec 2025*

**Global Advocate & Media Spokesperson** | *Jan 2018 – Dec 2025*

- Designed national-level policy architecture integrating South African Sign Language into foundational education and economic participation frameworks.
- Led structured engagement with parliamentary and regulatory stakeholders regarding institutional alignment of safety and standards codes.
- Developed long-term economic infrastructure modelling linking education pipelines, standards compliance, and labour participation outcomes.
- Provided governance and strategy advisory within a national advocacy environment requiring regulatory literacy and public accountability discipline.

### JOHANNESBURG DEVELOPMENT AGENCY (JDA)

**Managing Executive: Marketing & Communications** | *May 2013 – Dec 2015*

- Directed executive-level stakeholder engagement supporting urban regeneration and infrastructure investment programmes.
- Managed strategic communications within a public entity environment requiring alignment with municipal governance frameworks and investor compliance expectations.
- Oversaw high-value stakeholder coordination across government, developers, and institutional investors.
- Contributed to city-wide infrastructure narrative positioning aligned to economic competitiveness objectives.

## GAUTENG DEPARTMENT OF ECONOMIC DEVELOPMENT

**Deputy Director General: Group Stakeholder Relations** | Jul 2008 – Jun 2011

- Operated at Executive Committee level within a provincial department responsible for economic development coordination and enterprise growth frameworks.
- Oversaw stakeholder governance strategies supporting provincial entities including the Gauteng Film Commission, Tourism, and Enterprise Propeller.
- Managed public finance accountability within PFMA-aligned budget environments.
- Participated in cabinet-level reporting processes and interdepartmental coordination mechanisms.
- Designed and executed stakeholder strategies aligned to inclusive economic growth objectives.
- Engaged corporate, labour, and regulatory actors within politically sensitive environments requiring disciplined governance oversight.

This role established direct executive-level exposure to statutory accountability, fiscal discipline, and intergovernmental systems management.

## SABC1 (SOUTH AFRICAN BROADCASTING CORPORATION)

**Executive Manager: Publicity Services** | Jul 2005 – Jul 2006

- Rebranded the channel from "YaMampela" to "Mzansi4Sure," a campaign that redefined youth TV identity in South Africa.
- Managed public trust recovery and high-visibility stakeholder engagement campaigns.
- Directed multi-million-rand publicity portfolios within a governance-controlled media environment.

## GAUTENG DEPARTMENT OF HUMAN SETTLEMENTS

**Director: Corporate Communications and Community Relations Management** | Feb 2002 – June 2005

- Managed corporate communications & community relations with a staff complement of 104 people.
- Implemented the launch of the Brickfields housing project. This was opened by the President of South Africa.
- Organized the National Housing Summit in Gauteng.
- Launched the Cosmo City Project.
- Achieved ISO clean audit results for communications and customer services.

## CITY POWER

**Communications Manager: Publicity Services** | Aug 2001 – June 2004

- Launched the customer care and information system which clients still use to date to register customer complaints.
- Facilitated the first key customer forum. This is a requirement by the National Electricity Regulator to directly engage large power use customers.
- Ensured that all KPIs are in line with budget allocation while following the regulatory framework.

## QUALIFICATIONS | PERSONAL DEVELOPMENT

- **Master of Philosophy in Corporate Strategy (Candidate)**, Gordon Institute of Business Science (2025–2026)
- **Bachelor of Commerce**, University of the Western Cape (2001)
- **National Diploma in Sales & Marketing Management**, Damelin/IMM (1998)

## LEADERSHIP AND ADVOCACY ROLES

- **Ambassador** – Heart Foundation South Africa (2011 – Present)
- **Ambassador** – Oliver & Adelaide Tambo Liberation Walk (2011 – 2019)
- **Tourism Ambassador** – Mpumalanga Province (1997 – 1999)
- **TV Creator & Executive Producer** – Uyanda: It's On (SABC3)

## MEDIA REFERENCES

- **Afrika Tikkun & Valuable 500**: [Online Feature](#)
- **Save The Children South Africa**: [Uyanda Sibiya – Board Profile](#)
- **eNCA Interview – Uyanda Up Close**: [Watch Here](#)
- **Leading Women Africa**: <https://leadingladiesafrica.org/2025/03/03/uyanda-sibiya-creating-opportunities-for-marginalized-communities/>
- **Uyanda It's On – SABC3**: [Search Feature](#)

## REFERENCES

Will be supplied upon request

## DECLARATION

I declare that the information provided in this curriculum vitae is true and accurate.

Signed:



**Uyanda Barbara Sibiya**

Date: 5<sup>th</sup> March 2026