

Fundiswa Gushu Skweyiya

Curriculum Vitae

PROFILE

» **Experienced Director, Consultant, Board and Governance Leader**

VISION

To utilise my acumen and experience in enhancing shared value.

BOARD MEMBERSHIPS AND PROFESSIONAL MEMBERSHIPS

- » **Board Member**, Armaments Corporation of South Africa
- » **Member**, Institute of Directors South Africa
- » **Member**, Africa Research International Network

EXECUTIVE SUMMARY

I am a highly skilled, multi-talented and experienced Entrepreneur, Communications & Research Consultant, Board Member, Public Relations and Marketing Professional with 22 years working in versatile challenging roles for reputable organisations.

I began my career in 2000 as a Co-host at Radio Kingfisher. I excelled on the role and rose along professional ranks becoming Public Relations Accounts Executive at Gem Group, Senior Communications Officer at the South African National Council for the Blind, PR Accounts Director & Acting MD at Sunset Marketing, Head of Marketing & Fundraising at the Federation Union of Black Artists and Head of Communications at the African National Congress Women's League.

Currently I am a Board Member at the Armaments Corporation of South Africa (Armscor).

Additionally, I possess strong entrepreneurial skills and own and manage Gushu & Skweyiya Political Consultants, a political communications consulting firm specialises in ethical political campaign design and implementation.

I offer expert pedigree in the areas of strategic leadership, risk management, corporate governance, innovation, research and strategic communications.

A modern day globally enlightened business leader, I have successfully leveraged my broad understanding of business, politics, communications, marketing, governance and organisational dynamics to manage and find solutions with agility and creativity. Furthermore, a published author in Routledge's book, *The Contested Idea of South Africa*.

Strong interpersonal, leadership and communication skills with a solid track record of contributing effectively in meeting set organisational goals.



PERSONAL DETAILS

<https://www.linkedin.com/in/fundiswa-skweyiya-662003a> (LinkedIn)

Email:

Cell:

Gender: Female

Nationality: South African

PROFESSIONAL SKILLS

- Board and Governance Leadership
- Strategic Business Management
- Public Relations
- Communications Strategy and Management
- Political Consulting
- Marketing Management
- Research and innovation
- Entrepreneurship
- Corporate Affairs
- P&L and Operations Management
- Change Management
- Stakeholder Management
- Vision, Strategy, Execution & Leadership

PROFESSIONAL QUALIFICATIONS

- 2021** **Certificate, African Thought Leadership for Africa's Renewal**, Thabo Mbeki School of African Leadership
- 2018** **MA, Distinction: International Political Communication**, Bournemouth University
- 2016** **PG Certificate, Distinction: Government Communication**, Wits School of Governance
Certificate on Being a Director, Institute of Directors South Africa

PERSONALITY TRAITS

- Resilient, Tenacious, Innovator, Mentor, Strategic

VOLUNTEER WORK

- Campaign Manager**, Rural Women's Movement (2018 to current)
- Researcher**, Wise Collective and GBV National Total Shutdown (2018 – 2020)

AWARDS

- Chevening Scholarship (2017-2018): United Kingdom Foreign & Commonwealth Office
- Stanford University Fellow on Democracy and the Rule of Law (2021): Stanford CDDRL Faculty

PROFESSIONAL EXPERIENCE

Position: Board Member

Period: December 2020 to current

Company: Armaments Corporation of South Africa (Armscor), Pretoria

Scope of Work Done:

- Conscientiously participating in board meetings, audit and risk committee meetings, military veterans committee and technology, industry and sustainability committee
- Ensuring effective execution of responsibilities and mandate of the SOE
- Contribute towards an accountable organization as a member of the Risk & Audit committee
- Providing oversight over reputational, strategic, operational, compliance and strategic risks
- Contributing towards technology innovation in South African Defence
- Ensuring a sustainable defence industry in South Africa
- Developing a skill development program for unemployed youth
- Contributed in conceptualizing the commercialization strategy and taking responsibility for revenue generation programs

Position: Founder & Managing Director

Period: November 2018 to current

Company: Gushu & Skweyiya Political Consultants

Scope of Work Done:

- Established a socially driven political communications consultancy which sought to implement ethical political campaigns which safe guard democracy and design campaigns which would empower the public with information.
- Ensured that the consultancy becomes a home for previously disadvantaged individual consultants and maintained relations with the national & international academic community, including external research networks in order to build relationships to increase collaborative working opportunities
- Conducted a campaign review for the Gauteng Provincial Government. The project included analysis of media reports, social media analysis (digital ethnography), interviews with key stakeholders, and campaign review workshop and report compilation with recommendations
- Developed a voter education campaign and a service delivery campaign for the Gauteng Department of Cooperative Governance
- Formed part of a team of researchers, academic and consultants in developing the South Africa National Agriculture and Rural Development Strategy for Women as commissioned in collaboration by the SA Department of Agriculture and the United Nations Women
- Conducted a Brand and Reputation Risk workshop for the Gauteng Department of e- Government, focusing on management and measurement of the brand, reputation, and customer experience, providing the organisation the tools and insights to build a resilient and differentiated brand and customer experience
- Crisis Management for Gauteng City Region Academy to help clients prepare for, respond to, and emerge stronger from any major crisis, with services including enterprise crisis programs, crisis readiness using simulations, rapid response, effective communication to stakeholders, and recovery programs.

Position: Head of Communication

Period: August 2015 – September 2017

Company: African National Congress Women's League, Johannesburg, SA

Scope of Work Done:

- Leading the entire communications portfolio of the ANCWL and managing all its personnel
- Analyzing South African discourse to ensure a well thought out communications strategy and its successive communications activities
- Ensure accurate and timely flow of communication through effective utilization of press and publicity systems, communication systems and processes
- Deliver and guide innovative, integrated communications campaigns to emphasize our constitutional mandate as the governing party in delivering services and gender mainstreaming to facilitate equality in the country.

- Ensuring that women leaders and stalwarts were acknowledged as their male counterparts within the party – also challenging epistemic injustices which affected women #HerStoryTold campaign
- Develop, integrate and monitor communication and media quality print publications whilst managing corporate identity
- Identify and manage reputational risks of the organization
- Develop and maintain collaborative working relationships within the press and publicity communities and ensuring proactive management of the organization's reputation
- Chairing press briefings and speaking on behalf of the organization on media platforms as a spokesperson
- Monitor progress and measure impact of all communications activities

EARLIER WORKING EXPERIENCE

Position: **Head of Marketing & Fundraising**
Period: January 2010 - May 2015
Company: Federation Union of Black Artists (FUBA), Johannesburg, SA

Position: **PR Accounts Director & Acting M.D**
Period: December 2008 – December 2009
Company: Khomelela Group: Sunset Marketing & Communication, Johannesburg

Position: **Senior Communications Officer**
Period: November 2007 – November 2008
Company: South African National Council for the Blind, Pretoria

Position: **Public Relations Accounts Executive**
Period: January 2004 – October 2007
Company: Gem Group, Johannesburg

Position: **Founding Editor for Campus Times National Student News Paper**
Period: November 2001 – December 2003
Company: GIDE Youth Development Organization, Johannesburg

Position: **Co-Host on Youth Radio Show**
Period: February 2000 – January 2001
Company: Radio Kingfisher, Port Elizabeth