

# PHATHISWA TSHANGANA (MAGOPENI)

**Address:**

**Phone:**

**Email:**

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I have expertise in strategy formulation, operationalisation and implementation. I possess in-depth experience in conceptualising and managing organisational strategy projects of various sizes from end to end. I am experienced in operations management, organisational development and qualitative digital transformation. I launched and effectively led fully-fledged strategic renewal and other key initiatives in the news sector both on digital and broadcast platforms. I work to excellent standards under considerable pressure, while keeping focus on business objectives and maintaining efficient operations. I have a strong ability to influence thinking, forge alliances and build consensus. I effectively managed two rounds of strategic realignments that directly impacted divisions and units I led in two different companies in the public and private sectors.

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## PERSONAL INFORMATION

**Age:**

**Citizenship:** South African

**Gender:** Female

**ID NO:**

**Work Experience:** s

**Driving Licence:** B

**Contact Details:**

**Email:**

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## SKILLS AND AREAS OF INTEREST

- Strategy formulation, operationalisation, execution
  - Broadcasting, public and private broadcasting management
  - Editorial systems management
  - Integrated news operations management
  - Institutional innovation and digital transformation
  - Business management & research insights
  - Organisational development & transformation
  - Marketing strategy & brand architecture
  - End-to-end project management
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## PROFESSIONAL WORK EXPERIENCE

### **South African Broadcasting Corporation.**

Editor-in-Chief & Group Executive: News and Current Affairs March 2018 to January 2022

### **eNCA**

Business & Economics Editor April 2017 to February 2018

### **eNCA**

*Head: Terrestrial News Services* October 2013 to February 2018

### **eNCA**

*Prime Time News Editor* August 2010 to September 2013

### **eNCA**

*Output Editor* January 2010 to July 2010

### **eNCA**

*Senior Desk Producer* May 2008 to December 2009

### **SABC**

*Bulletin Writer* November 2005 to April 2008

### **e.tv**

*Bulletin Producer* October 2001 to October 2005

### **University of the Western Cape**

*Lecturer* January 2001 to September 2001

### **University of Cape Town**

*Lecturer* July 1997 to December 2000

### **University of the Western Cape**

*Lecturer* January 1995 to June 1997

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## ACADEMIC HIGHLIGHTS

- Attained four distinctions for the Postgraduate Diploma in Business Administration
- Attained five distinctions for the Master of Business Administration Degree (MBA).
- Graduated Integrated Marketing Communication (IMC) Higher Diploma with **distinction**
- Received the Marketing Federation SA (MFSA) Award for Best Branding Student in 2004.

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## EDUCATION

### **Current Studies: PhD Business Administration**

Gordon Institute of Business Science (GIBS), University of Pretoria

### **Postgraduate Diploma in Business Administration** (Business Research Fundamentals)

*Gordon Institute of Business Science (GIBS), University of Pretoria*  
2017

### **Master of Business Administration**

*Gordon Institute of Business Science (GIBS), University of Pretoria* 2014

### **Integrated Marketing Communications Diploma**

*AAA School of Advertising*  
2004

### **Master of Philosophy, Education**

*University of the Western Cape*  
1996

**Bachelor of Arts Honours**  
*University of the Western Cape*  
1993

**Bachelor of Arts**  
*University of the Western Cape*  
1992

**Matriculated**  
*Zwelixolile Senior Secondary School*  
1989

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## FELLOWSHIPS & MEMBERSHIP

**BMIA/ALI Media Fellowship (2015/16)**  
*Bloomberg*

**Duke/Menell Media Fellowship (2011)**  
*Duke University*

**South African Editors' Forum (SANEF)**  
Chair: Education & Training Committee (current)  
*Council Member (current)*

**Advisory Council of Tshwane University of Technology (TUT) Journalism Department**  
Member (current)

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## INDUSTRY CONFERENCES

- **RTDNA** (Radio, Television, Digital, News Association) conference – New Orleans, Louisiana (2011)
- **News Xchange:** Barcelona, Spain (2012)
- **News Xchange:** Prague, Czech Republic (2014)
- **News Xchange:** Copenhagen, Denmark (2016)
- **World Media Economics & Management Conference:** (2018)
- **Africa Business Media Innovators:** Zambia (2018)

## PROFESSIONAL REFERENCES

Professional references are available on request.