

Martinana Langa

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Career Profile

I have over 25 years of experience in Education, Fast Moving Consumer Goods (**FMCG**), Retail Banking; Hygiene and Health Services; Consulting Services; including Aviation. I am able to work in a culturally diverse and cross-functional environment; developing and implementing business practices to deliver organizational goals; capturing value to create revenue streams; interpreting financial statements; mitigating risks; developing and implementing policies and procedures; overseeing stakeholders' engagement and management; executing change management approaches; facilitating employee engagement; including the implementing adherence to the regulatory requirements.

My career aspiration is to provide consultancy and/or advisory services that will contribute to organisational goals, performance, and sustainability. I am passionate about Corporate Social Responsibility (CSR) as it is a glue that crafts social change, environmental management, innovation, diversity, and inclusion. I would also like to use my corporate experience to help mentees (knowledge seekers) in navigating through their careers and life.

Qualifications

Master of Business Administration (**MBA**): - Henley Business School, Africa

Change Management: Vumilia Africa (NQF Level 5)

Post-Graduate Diploma: Management Practice (**PGDip**) - Henley Business School

Diploma in Marketing Management: Institute of Marketing Management (**IMM**)

Higher Diploma in Education (**HDE**), University of Natal (Kwa-Zulu Natal)

Bachelor of Arts (BA): (Psychology & Sociology), University of Fort Hare

Employment Trajectory

1. AIR TRAFFIC and NAVIGATION SERVICES (ATNS) SOC

Regional Manager: Sub-Saharan Africa

June 2015 – to date

Commercialising aeronautical services in line with Global Air Navigation Plan; stakeholder management; negotiating and overseeing contracts; implementing business development and marketing strategies; gathering business intelligence and analysing data to identify areas of business growth, trends, and new industry developments.

Achievements

Facilitated the contract extension of an annual revenue of R15m for the provision of aeronautical voice-communication services within the AFI Region.

Secured the training of the TopSky System Familiarisation Programme that generated R8.5m (2022).

Implemented the Corporate Social Responsibility strategy.

2. TSHABA-LETSATSI BUSINESS CONSULTING (TBLC)

Management Consultant

November 2011 – April 2015

Provided advisory services to the Small Medium Micro Enterprise (SMME), focusing mainly on business practices to resolve issues, create value, maximise growth and improve business performance; capacity development (develop any specialist skills that it may be lacking); developing and implementing business policies, processes, and procedures; advertising and marketing plans and developing a business plan to acquire funding.

Achievement

Assisted GeneCC Consulting Services (Secured funding for start-up); raised funding for the Kwa-Them Stimulation Centre (disabled children); assisted Lesoba Difference (Marketing Agency) with its Marketing strategy; Lemaya Logistics (provided marketing and the development of business processes and procedures).

3. RENTOKIL-INITIAL SOUTH AFRICA (RISA) PTY, LTD

Executive: Marketing and Business Development

April 2008 – October 2011

Oversaw the efficient day-to-day operations of sales and marketing departments; implemented business development strategy to create inter-departmental synergies, improve profitability, facilitated the acquisition of new and the retention of old clients, offered customised service solutions, and enhance the brand awareness; including people development and management.

Achievement

Secured the integrated facilities management services of First National Bank (FNB), Eskom, Truworths, Bridgestone, Shoprite-Checkers Group and Hungry Lion; identified different market segments; allocated resources (account managers) to build and manage relationships; packaged service solutions based on channel characteristics.

4. FIRST NATIONAL BANK (FNB)

National Sales and Marketing Manager

October 2005 – March 2008

Refined the structural lending practices to capture the low-income property market to support Government's Initiatives, in addressing the housing shortage in South Africa; implemented marketing plans in line with business strategy to manage resources effectively and drive impactful campaigns to reach the target market.

Achievements

Achieved revenue objectives by 15%, to the value of R1.5bn within 3 years of operation.

5. FIRST NATIONAL BANK (FNB)

Head: Consumer Education

July 2000 – September 2005

Benchmarked the Global Financial Literacy (Consumer Education) Programmes; developed and implemented an accredited Consumer Financial Literacy Programme in line with the Financial Sector Charter (FSC) mandate.

Achievement

Deployed the financial literacy programmes to be aired on 14 SABC Radio Stations in South Africa.

6. Tiger Brands PTY, LTD

Brand Manager

November 1997 – June 2000

Developed the overall **develop a brand strategy for the business**; coordinated **Below-the-line advertising** campaigns to promote the brand across radio, television, billboards, and print in conjunction with **several marketing agencies**; **conducted** consumer and market research to identify brand positioning and perception; kept abreast of consumer trends and to predict future trends; organised marketing events such as product launches, exhibitions and photo shoots; facilitated inter-departmental synergies; and managed the marketing budget (R18m).

Achievements

Repositioned the brand and increased market share by 18% within LSM 1-5 Consumer Market. ng activities to improve brand performance and built brand equity.

7. NEW AGE BEVERAGES LTD (PEPSICO)

Key Account Manager

July 1994 – October 1997

Facilitated beneficial partnerships between the business and its retail clients to negotiate the annual trade and price agreements through Service Level Agreements (SLAs) in line with product range, shelf allocation space, pricing, merchandising services, and order delivery schedules.

Achievement

Achieved an 18% top-end market share within the 2.25lt package of the carbonated soft drink – PepsiCo.

8. UNILEVER SOUTH AFRICA PTY LTD

Sales Representative

August 1990 – June 1994

Implemented trade negotiated arrangements, specific to channel/segment in line with product range, shelf allocation space, pricing, merchandising services, and order delivery schedules.

Achievement

Achieved an 18% top-end market share within the 2.25lt package of the carbonated soft drink – PepsiCo.

References

To Be Provided on Request

Refer LinkedIn - [linkedin.com/in/martina-langa-02017b79](https://www.linkedin.com/in/martina-langa-02017b79)