

Themba Maseko

CEO - Government Communication and Information System (GCIS)



Themba Maseko is the chief executive officer of the Government Communication and Information System (GCIS). Before moving to GCIS he was Director-General of the Department of Public Works.

Born and bred in Johannesburg, he received a BA in Sociology and Law and an LLB from the University of the Witwatersrand. He also has an MBA from Demontfort University (UK).

During the Eighties and early Nineties he was active in the education sector of the mass democratic movement through the South African National Students Congress, the Azanian Students Organisation and the National Education Co-ordinating Committee whose general secretary he was from 1991 to 1993.

He also served on the Gauteng Regional Executive Committee of the South African Communist Party, was elected Member of Parliament in 1994 but took up the post of head of the Gauteng Education Department in the next year.

On leaving the public sector in 2000, he spent two years in the private sector as managing director of Damelin Education Group and Sifikile Investments before moving back to the public sector as DG of Public Works.

Thaninga Shope-Linney

NEPAD General Manager Communications & Outreach



Thaninga Shope-Linney is the General Manager for Communications and Outreach at the continental Secretariat of NEPAD in Midrand South Africa. Her responsibility is to communicate NEPAD to the entire world, through using television, radio, print and presentations.

An engineer by background, Mrs Shope-Linney graduated in Havana, Cuba, in 1985, in Systems Analysis and Design, at the Engineering University of Havana.

She worked in the United Kingdom for Cummins Engine Company, an American engine producing company, as a computer programmer, from 1988 until 1991.

She returned to South Africa after having spent almost all her life in exile, in November 1991.

Thaninga Shope-Linney joined Unilever South Africa in 1992 and changed her career to Marketing. She later left Unilever to join the SABC in 1994, where she became the first black woman in South Africa to head up a television channel.

Mrs Shope-Linney stayed with the SABC for six years, and served on a number of boards. At the time of leaving the SABC, Mrs Shope-Linney was the executive responsible for corporate communications.

Mrs Shope-Linney joined the NEPAD Secretariat as General Manager Communications and Outreach in November 2001, a position she still holds today.

Her major responsibility is to ensure that NEPAD is understood and supported, not only in Africa, but in the whole world.

Through NEPAD, Mrs Shope-Linney interacts with African Heads of State and Government, as well as African Ministers on a very regular basis, to implement their vision for Africa.

She is married with two children and her resolve is to accelerate the pace of Africa occupying its rightful place in the global world.

Danny Alexander Jordaan

CEO 2010 Local Organising Committee



Daniel Alexander Jordaan is Chief Executive Officer of the 2010 FIFA World Cup Organising Committee South Africa.

Popularly known as Danny, he has over the years been a senior lecturer, politician, sports administrator, businessman and a political activist in the struggle against apartheid in South Africa. He was also an active sportsperson participating in various sports including soccer, cricket and hockey.

He studied at the University of Western Cape in Cape Town, and the University of South Africa in Pretoria completing a Bachelor of Arts, Diploma in Higher Education, Honours Degrees, and was recently honoured with a Degree Doctor of Administration (D ADMIN) (HONORIS CAUSA).

In 1997 Danny was appointed as Chief Executive Officer of the South Africa Football Association and in 1998 he was seconded to serve as the Chief Executive of the 2006 FIFA World Cup South Africa bid. While the South African 2006 bid was ranked equal to that of Germany, South Africa eventually lost the bid by just one vote. Following the 2006 bid, Danny Jordaan returned to the post of Chief Executive of the South African Football Association, a position he held for just one year before again being seconded – this time to the 2010 FIFA World Cup bid, which South Africa won.

The commercialisation of South African football was his key responsibility as CEO and in this area he helped to transform the economy of South African Football, raising the revenue from 3,2 million USD to 35 million USD.

Danny Jordaan has delivered various papers at numerous international conferences dealing with the global economy, the football economy, marketing, African football, as well as, racism in football. He has also served as a venue director at various FIFA events including the World Youth Championship, Confederations Cup and the Senior World Cup. He also served as a member of the 2006 FIFA World Cup Organising Committee Germany.

Raúl Peralba

Partner Director, Trout & Partners Ltd. Spain & Argentina offices



Mr. Peralba is an experienced executive with many years of line responsibility in large Spanish public and private corporations. His professional experience also includes membership in the Board of Directors of companies in different industries: assembling, engineering, energy, mining, food and food processing, electronics and railway materials.

He is the Partner Director of Trout & Partners Group for Spain, Portugal and Mercosur Countries (Latin-America) and Chairman of Positioning Systems the Group's affiliate firm in Spain. He has developed competitive positioning projects with Jack Trout and Consultant advising for ASOLIVA (Olive Oil Export Association of Spain), AVINA Foundation, Repsol-YPF, Iberia, ICEX, Leading Brands of Spain Forum, Santander Group, Computata, Gestamp/Gonvarri Group, EOI Business School, European Commission, Alta Gestión Group, AMANCO Group, McDonnell Douglas Inf. Syst., Thyssen Boetticher, C. C. Mondragon, Institut Turistic Valencià, Fagor Automotive, Fagor Electrónica, Saprogal-ConAgra Group, etc.

He was the responsible for the Spanish versions for Jack Trout's best-selling books, Positioning-The Battle For Your Mind, Marketing Warfare, Bottom-Up Marketing, The 22 Immutible Laws of Marketing, The New Positioning, The Power of Simplicity, Differentiate or Die and Big Brands, Big Troubles. (McGrawHill)

He is also Coauthor of The biggest renowned brands from Spain (McGrawHill) and the main author of Leading Brands of Spain. (the history of 73 leading brands from Spain) (Published by FMMR-Spain)

In 1986 he created his own Consulting firm in order to help the Spanish business sector to develop competitive strategies and expand into the international markets. He also serves as an advisor to the European Commission on commercial and marketing aspects for high-tech projects.

Previously he was assigned by I.N.I. (Spain's National Industrial Conglomerate) to represent its activities in Argentina, Chile, Paraguay and Uruguay, based in Buenos Aires. Other relevant experience is that of Managing Director of Abengoa (Spain's leading electrical and assembling company) based in Caracas, Venezuela. He held a similar position in Panama as well as having the responsibility of Commercial Division Engineer in Spain.

Mr. Peralba is an Industrial Engineer (Cum Laude) from the Catholic University of Buenos Aires (Argentina) and the University of Sevilla (Spain). He received an MBA Degree in Barcelona and a PADE Degree from IAE/IESE in Buenos Aires. He is finishing his PhD in Marketing in the UAM-Madrid University. Mr.Peralba is also a frequent speaker on competitive strategy, international and industrial marketing topics and a Professor in some of the most prestigious business schools, both in Europe and Latin-American Countries.

Mike De Vries

MD FC Deutschland GmbH



Mike de Vries, 47, is the Chief Executive Officer of the company that drove the re-branding of Germany for the 2006 FIFA World Cup – FC Deutschland GmbH. With its slogan “Germany – Land of Ideas”, De Vries and his team sold Germany to visitors from all over the world as a friendly, open-minded and innovative country.

De Vries was a teacher and fencing master who then later did an MBA and became, in succession, the head coach of the German Modern Pentathlon Association, first director of sports and then general secretary for the German Hockey Association and marketing director at the Bitburger Brewery.

De Vries was Managing Director of the Olympic Bid Committee “Leipzig 2012” before becoming MD of the branding and image campaign for the 2006 FIFA World Cup. The campaign was a joint effort between the German Federal Government and Federation of German Industry.

The “Land of Ideas” campaign, which was adjudged to have been a significant success by the media after the World Cup, was directed mostly at foreign visitors but also at Germans themselves.

Yvonne Johnston

CEO International Marketing Council of South Africa



Yvonne Johnston is the Chief Executive Officer of the International Marketing Council of South Africa (IMC), an organization which aims to create a positive, united image for South Africa to give the country a strategic advantage in an increasingly competitive marketplace. This it does through the promotion of Brand South Africa. Its mission - to articulate a brand for South Africa, which positions the country in order to attract tourism, trade and investment, as well as realise international relations objectives; to establish an integrated approach within government and the private sector towards the international marketing of South Africa and to build national support for Brand South Africa.

Pivotal to the success of the work of the IMC is the realization of its mission as this will help the country deal with its socio-economic issues.

The IMC has been in existence since 2000 and in her four years at the helm of the organisation, Yvonne is credited with raising the profile of Brand South Africa to the point where it was voted amongst the Top 5 Hot Brands for 2004 by Intelligence Total Business (formerly Business 2.0), an authoritative publication which offers information on next generation business trends, processes and insights.

Another highlight was being selected as one of five finalists for the 2005 Business Woman of the Year. She is a widely respected as a leading communications strategist and has played a major role in the training and teaching of strategic media skills in the industry and is a much sought-after public speaker locally and abroad on Brands, as well as the current mood of our nation.

Previously, she has worked in the Advertising and Marketing industry in a career spanning over 20 years as a Media Director of leading ad agencies.

For 5 years she was Group Media Director of Ogilvy and Mather. This was followed by a stint in marketing, including running her own marketing consultancy, Refreshing Marketing, specializing in experiential marketing and Marketing to Women.

She currently sits on the boards of SA Tourism, The African Hall of Fame and The Valued Citizens.

Wolfgang Grulke

Author and Futurist; CEO - FutureWorld International Limited



A former IBM executive, Wolfgang worked internationally with IBM for more than 25 years and was awarded the prestigious IBM Outstanding Innovation Award. He was founder and CEO of the Business Futures Group and started FutureWorld as an informal business network in 1987. Since that time he has been instrumental in helping major corporations and venture capital firms position themselves for the new world economy. He has addressed audiences in more than 20 countries, in person, on radio and on television. His article In Search of Simplicity won the NACCA award for the best business article of the year and From Value Chain to Marketspace was awarded the AFISM International Writing Award for Professional Writers and Consultants in Boston. Wolfgang is a Fellow of the Centre for Management Development at the London Business School and teaches regularly on a number of programmes including the School's flagship Senior Executive Programme (SEP).

His best-selling book "Ten Lessons from the Future" was published internationally in December 2000 and is now also available in Spanish and Chinese. His new book "Lessons in Radical Innovation: Out-of-the-box straight to the bottom line" was published by Financial Times/Prentice Hall world-wide in April 2002 and in the USA in January 2003. A South African edition of the book is also available, "Lessons in Radical Innovation: South Africans leading the world".