



MUSA
KALENGA

ENTREPRENEUR
SPEAKER
AUTHOR
WRITER



Musa is an author, marketer, brand communication specialist, writer and entrepreneur. He is a lauded speaker and strategist who was recognised as one of the Top 200 young South Africans by the Mail & Guardian in 2012. He is the former Head of Digital Marketing for Nedbank and former Client Partner for Facebook Africa.

Currently the Founder and CEO of Bridge Labs, he addresses the problem of gaining access to appropriate online tools for entrepreneurs and Small to Medium Businesses (SMB's) by building mobile platforms to support growth in emerging markets. His passion is changing the communities we live in, African emerging markets and inspiring the youth through technology. He is also a shareholder and holds the position of Chief Future Officer at House of Brave, a creative agency.

As a respected thought leader in the marketing industry, Musa advises on digital marketing strategy for businesses with his Marketing in a Digital World Executive Programme through his notion of "Act like a human, think like a brand."

"I try and set my goals unrealistically in order to stretch myself from the onset." – Musa Kalenga



SPEAKER

As a television presenter, Musa worked on the breakfast show Africa Awakes on DSTv, as well as SABC's 1 day CEO. Musa also hosted his own talk show, Kalenga Touch, where he explored topics such as entrepreneurial prosperity and African development.

With years of business, strategy and marketing experience, Musa has also been asked to speak at a number of events, including Social Media Week in Nigeria, the African Tech Round-up, Ideas Expo, Ted X Lusaka as well as The Digital Edge Live to name a few.

AUTHOR

Musa is the author of Ladders and Trampolines, a book that shares anecdotes and experiences about working and doing business in Africa.

WRITER

Musa also writes articles on a number of topics, ranging from youth development and advancement in Africa to marketing, digital media, entrepreneurship and investment, as well as other human-interest topics.

Musa has also written for a number of publications, including the following: Sawubona Magazine, Business Report and FastJet Magazine.

“The simplest, but most profound lesson is that failure is a critical part of true success.” – Musa Kalenga

LADDERS & TRAMPOLINES



Musa Kalenga introduces us to Ladders & Trampolines, his model for how to be effective in the competitive arena of contemporary marketing.

The concept of a Ladder Mentality versus a Trampoline Mentality is a simple one. The step-by-step Ladder approach leads to incremental growth, which may be somewhat slow. However, the Trampoline approach, while using the same energy as climbing a ladder, produces exponential results.

Ladders & Trampolines is an honest account of experiences that encourages thinking big, dreaming broad and having exponential impact. Explore, embrace and hunt for those trampolines!

“... a hopeful and insightful message for a new Africa by one of its brightest lights.” – Thebe Ikalafeng, Brand Africa and Brand Leadership

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KEYNOTE TOPICS

“Act like a human think like a brand”

Human Centered Marketing
Integrated Marketing Strategy
Creativity as a differentiator

Digital Media

Integrated Media Planning
Search and Discovery Marketing
Understanding engagement on digital channels and the correct metrics

Leading Digital Teams

Leading at the speed of light
Managing cross functional teams
Social Media & organizational risk

Sustainable Technology

Future tech: Artificial Intelligence,
Virtual Reality & Augmented Reality
Data strategy



“Humanity is the new Black.” – Musa Kalenga

BUSINESS INTERESTS



Bridgelabs.design
CEO & Co-founder



Houseofbrave.co.za
Chief Future Officer
& Shareholder



Africantechroundup.com
Co-founder

Associated Clients



Olgars Auto



Dalberg
Global
Advisors



Mike's
Kitchen



Business
Leadership
SA



Tshimologong
Precinct



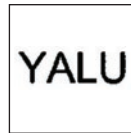
African
Leadership
University



Clinton
Health
Initiative



Telesure



Yalu



I Am An
Entrepreneur



Metropolitan
Insurance



McCain



Bridge Stone



Tiger Brands



Airbnb

"Being human is good for business." – Musa Kalenga

CLIENT FEEDBACK



"Fantastic, provocative and inspiring presentation."



"Such an inspiring session – perfect way to have ended this conference. Reminding us about what we are truly here to do!"



"Musa was phenomenal!"

A smooth trevor Noah/
Businessman dancing
on the stage :-)

Thanks agaion for everything.
It was a pleasure dealing
with you!"



"Powerful."

"On behalf of Fextons,
I wish to thank you for your
invaluable contribution to the
7th Annual Telecom Customer
Experience Loyalty & Retention
Summit – Johannesburg.

From the feedback we've received,
the conference was a great success,
92% of the attendees liked the
content of the conference. from
the audience poll, your speech
was rated as: 4,9/5."

"Be human,
learn, unlearn
and relearn."

"Musa was
honestly outstanding;
certainly one of the best
public speakers I've had the
chance to hear or work with.
Our clients have been raving
about the session on a level we
haven't encountered before.

Look forward to
collaborating again
in future."



**"We can send people to the moon but we
can't feed people on earth." – Musa Kalenga**



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Musa Kalenga World



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