



Dr. Doug Mattheus

Professional Experience

I am the Executive Head of Marketing of **Cell C**, one of South Africa's Cellular Network Operators. Here I head up the marketing function and control one of the top 20 advertising budgets in the country.

I am also an independent Business Consultant, with an interest in **Marketing, Leadership** and **Organisational Performance**.

As the former Marketing Executive at **Ster-Kinekor**, South Africa's leading motion picture exhibitor, I was responsible for the entire marketing function. There a cross-functional team interacted with all of the Hollywood studios in releasing and promoting over 300 movie titles per year.

Prior to that, I served for 9 years as the Marketing Director of **Nashua Mobile**, a South African cellular service provider, where I headed up the marketing and was intrinsically involved in the company's strategy. Nashua Mobile is focused on contract and pre-paid cellular, call routing and broadband data. I was part of the **Nashua Group** for a total of 17 years.

Before that, I worked at **Radiospoor**, that specialised in radio paging, and my career started at **Firestone** tyres in 1989 (25 years ago).

Through these different companies I have gained experience in **Marketing, Sales, Strategy, HR** and **Training**, as well as **General Management**.

Academic Qualifications

Academically, I have a **B Comm.** (major in Business and Industrial Psychology) and **B Comm. Honours** (major in Business) from the University of Port Elizabeth (now Nelson Mandela Metropolitan University), a **MBA** from Wits Business School (with a thesis on sport sponsorship), and a **DBA** from the University of Phoenix in Arizona, USA (with a dissertation on organisational culture).

Business Information

I serve on the academic advisory boards at **Tshwane University of Technology** and **Nelson Mandela Metropolitan University**, where I also give regular guest lectures. I am a Chartered Marketer with the Marketing Association of South Africa.

I have presented at various conferences on a variety of business topics; the most common being marketing, sponsorship, organisational culture, customer service, general business and strategy.

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