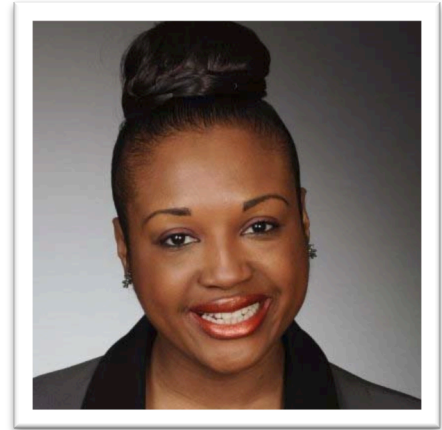




DR. NATHALIE CHINJE

FOUNDER & DIRECTOR
UPBEAT MARKETING



Dr. Nathalie Chinje is the Founder and Director of UPbeat marketing, an International Business and marketing consultancy headquartered in Johannesburg, South Africa which offers marketing, customer relationship management and corporate social responsibility consulting as well as research & training services to local, regional, and global companies.

Dr Chinje is also the Executive Director: WEConnect International, South Africa. WEConnect International South Africa identifies, educates, registers, and certifies women's business enterprises that are at least 51% owned, managed, and controlled by one or more women. WEConnect International is the only non-profit organisation in South Africa that provides the seal of certification uniquely to Women Business Enterprises (WBEs), and also, that connects these WBEs with multi-national corporate purchasing organizations across diverse industries. This signature seal of certification is a formal guarantee to corporations that they are purchasing goods and/or services from South African businesses that meet universal standards for WBEs.

Dr Chinje possesses 15 years practical marketing management and leadership experiences acquired in the retail, financial services and ICT sectors in Emerging Markets as well as a strong network of large corporate businesses, having delivered key interventions in these companies either as a corporate employee, independent marketing consultant or marketing trainer: Accenture, Barclays Africa, Edcon Group, Liberty Group, Metropolitan (now MMI Holdings), MTN Group, Rand Water, SAB Miller, SASOL, , Telkom Mobile (8ta), Tiger Brands, Transnet, – Just to name a few.

Dr Chinje academic background is sound:

- Senior Lecturer- Marketing at Wits Business School
- Orchestrator/Faculty Member - Duke Corporate Education (affiliated with Duke University in the USA).

Qualifications:

- PhD in business management (marketing) from Wits Business School.
- International PhD visiting Scholar, HEC-Montreal, Canada and Leonard Stern School of Business at New York University (NYU), University of New York in the USA.
- Master of Business Administration (MBA) from Stellenbosch School of Business, in South Africa
- Bachelor of Business Administration (BBA) Degree in Marketing and Communications, Institute of Marketing Management (IMM).
- CM (SA)

Further, She has acquired extensive experience within local and global Academic Boards & Committees as:

- University Council Member in charge of the Marketing Portfolio, Central University of Technology (CUT), Free State – Since 2014
- South African Qualification Authority (SAQA) Board Member – Advocacy and Communication Committee Member- Since 2013
- Board Member of the Marketing Educators Association (MEA), United States of America (USA)- Since 2014
- Member of the Chair: Customer Services and Advertising Space, HEC-Montreal, Canada- 2012
- Member of Marketing Advisory Committee of Tshwane University of Technology (Pretoria), Faculty of Management Sciences for the programme: Marketing and Retail Management- Since 2010
- Services SETA Chairperson- Permanent Advisory Committee, Chartered Marketer & Marketing Practitioner South Africa-2009

Dr Chinje can be contacted at:

E: nath@upbeat.co.za

Skype: [upbeat1](#)

Twitter: [@nathchinje](#)

M: +27832183300

Work: +27 (10) 213 0233

W: www.upbeat.co.za

<http://weconnectinternational.org/en/south-africa>