

Challenging the status quo and coming up with unique ways to overcome obstacles, inspires Corné daily. He is passionate about exploring the future of technology for businesses, while always keeping the customer in mind. He also firmly believes that anything you do in business needs to be centered around the customer.

Corné currently holds the position of Head of Marketing at Raizcorp where he is driving the business marketing strategy and brand management across all the respective branches. He was formerly a Senior Marketing Manager at MTN Business where he was responsible for the Small and Medium Enterprise (SME) market in South Africa. With over 15 years' experience in the ICT industry, he has successfully launched and managed numerous Internet and technology related products and solutions, specifically aimed at the small business owner. He has also previously worked for other large brands, namely NetActive Internet, MWEB Business, TransUnion and Verizon Business, where his particular focus was on providing small businesses with the tools they require to be as agile and competitive as they can be in their respective markets.

Corné has a BTech degree in Business Communication and has been awarded his Chartered Marketer designation through GIBS and the Marketing Association of South Africa in 2013.