



MARKETECTURE
BUSINESS MANAGEMENT SERVICES

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CEO & Founder

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Curriculum Vitae



Sarita Cronjé

**CEO & Founder
Marketecture Business Management Services**

Career History:

Sarita Cronjé has more than 35 years' experience in the fields of management, business development, stakeholder engagement, hospitality / retail, marketing and public relations. Following her formal schooling and studies at the University of Pretoria and Tshwane University of Technology, Sarita began her career working for government (Department of Trade, Industry and Tourism and the Department of Public Service), before moving to the private sector at the ABSA banking group. It was in the late 1980's that Sarita joined the National Zoological Gardens of South Africa, where she was appointed Chief Operating Officer for the organization.

Having felt that she had achieved as much as possible in this position, Sarita sought out a new challenge and joined the Road Accident Fund (RAF) in 2004 as part of the Executive Management Team to lead the Stakeholder Relations Department.

In 2007, Sarita identified the need to establish a professional one-stop integrated business management and secretariat service to meet the needs of associations and smaller business concerns. For this reason, **MARKETECTURE BUSINESS MANAGEMENT SERVICES** was established!

Under the auspices of her company, Sarita joined the Secretariat of the South African National Energy Association (SANEA) as a consultant in 2007. A few years later Marketecture took over all responsibilities to manage the SANEA Secretariat contract, such as:

- Operational & Administrative Support
- Governance, Treasury & Financial Management
- Event Management
- Marketing, Branding & Stakeholder Engagement
- Online CRM Platform, Web Interface & Social Media

Personal Capabilities:

Through her career, Sarita has honed the following key skills in terms of management, marketing, business development and resource administration:

- **Management capability** - Sarita is skilled to manage large staff components and coordinating various professional consultants / stakeholders to achieve set goals.
- Ability to **manage an advertising, and PR & communications agency**. Sarita has worked with both international and local agencies in terms of developing brand imager and digital advertising campaigns. She has an understanding of the process and the fiscal budgeting behind such activities. She has won an international marketing award in 2001 for a marketing campaign and television advertisement.
- **Brand building and image management** - During her tenure at the National Zoo in 1994, she was faced with a complete change in operations, customer profiles and competitor structure in the industry. With limited resources she managed to create a new brand reflecting the organization as a customer-focused entity. This exercise also

called for an urgent plan to address consumer education and identifying competitors and how to regain market share.

- **Media liaison skills** - As a trained journalist, Sarita knows what makes a good story. She is also a competent spokesperson and has received media training to act on behalf of organizations in this official capacity.
- **Internal marketing and communication** - Over the years, Sarita was responsible for developing and implementing several internal campaigns to boost staff morale and communication within organizations. This has included developing appropriate training programmes to assist staff in living the brand.
- **Stakeholder management** - Sarita has worked with various government departments and stakeholders. She understands the need to manage projects with the support and understanding of relevant government and community structures to succeed.
- A deep **understanding of activation, conference and event management** - Under her leadership the National Zoo was prominently involved in the World Zoo Summit in 2002 as the host country. Over 5 000 people attended the event. For many years Sarita was also responsible for managing and running all SANEA's (South African National Energy Association) activities. She launched SANEA's 1st virtual events with great success.
- **Hospitality, retail and commercial business management** - Having managed and run five function venues/restaurant and conference facilities, she has gained an overall insight and experience into every aspect of the hospitality industry, including retail and commercial business.
- **Sponsorship procurement and management** - Sarita is adept at approaching corporations and donors to contribute towards causes and projects and has successfully orchestrated several joint venture projects.
- **Project management** - Sarita enjoys managing projects from A to Z. She has excellent organizational skills and the ability to both influence role-players to understand their role and to motivate people to perform. She excels under pressure and thrives on challenges. Sarita was the project lead in developing the animal world at the Emerald Resort and Casino in Vanderbijlpark, Gauteng.
- **International exposure** - During her career Sarita has been privileged to work with partners in many countries, such as the United Kingdom, Germany, Japan, Australia, Indonesia, Chile, China, the USA, etc. Working with international contacts, governments, organizations and partners on a global scale is something which Sarita is comfortable managing and initiating. She also managed a secretariat for both an international (World Association of Zoological Associations) and Pan-African (Pan-African Association of Zoological Gardens) organizations for many years.

Recognition and Highlights

Sarita has received the following awards during her career:

- 1993 - The Public Relations Institute of Southern Africa:
Chartered Public Relations Practitioner (CPRP)
- 1999 - Top Performer: National Zoological Gardens of South Africa
- 2000 - Finalist in the Shoprite Checkers/SABC 3 Women of the Year
- 2001 - International Marketing Award

Some of the most memorable highlights of her career were meeting the late former President Nelson Mandela on 3x occasions. Sarita was also instrumental in negotiating the gift of koalas from the Sydney Zoo, Australia to Madiba. This was the 1st koalas ever to be exported outside Australia. She was also part of the negotiating team to obtain Komodo Dragons from Indonesia as a gift to Madiba. Another highlight was her project management role to complete the animal world at the Emerald Resort and Casino in the record time of eight months! This included overseeing the completion of animal enclosures with ecosystems to house the various inhabitants and moving animals, such as hippos to the site.

Additional Attributes

By her own admission, Sarita confesses to being a real live wire with lots of energy, passion and enthusiasm. She is adept at the art of planning and organizing anything, and will persevere until the job is done, finding her way around obstacles and delays. Her ambitions are to make sure that her role in some way improves the lives of others - and this has led her from managing and marketing the National Zoo as a heritage site for all South Africans, to the marketing of the vital social service for road accident victims, to assisting associations and smaller businesses reach their goals and potential.

Personal Information

Sarita is married with a 27-year old son (a successful Engineer) and lives in Pretoria. When not working, Sarita enjoys relaxing at the coast and spending time in the bush.

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