
Gaongalelwe G.P. Mosweu (Ms)



PERSONAL SUMMARY

A passionate, seasoned, all-rounded business consultant with experience and interest across various sectors.

Education

1. Currently studying for **MBA (Strategic Planning)**, Edinburgh Business School, Heriott-Watt University.
2. **Bachelor of Business Administration (Marketing)**, University of Botswana, [REDACTED]
3. **International Diploma in Computer Studies**, NCC Education (UK), [REDACTED]

Other Training

1. Strategic Pricing Analytics, Marcus Evans, July 2013,
2. African Leadership in Information and Communications Technologies (ALICT), Global e-Schools Communities Initiative, July 2013
3. Certificate in Internet Governance, Diplo Foundation, Malta, July 2007

PROFESSIONAL HISTORY

Dates	Position, Employer and Responsibilities
January 2015 to date	<p>Position: <u>Strategy Consultant</u> Employer: Maze Meadows Consulting</p> <p>Responsibilities</p> <ul style="list-style-type: none">▶ Business Consulting▶ Strategy Consulting: including business plans & marketing/sales strategy development.▶ Marketing Consultancy▶ Marketing Research▶ Coaching & mentoring▶ Facilitation of events; workshops, trainings and seminars▶ Branding, Communications & Public Relations▶ Operations Improvement▶ Business Process Modeling▶ Language Services: Proofreading, Editing, Copywriting, Transcription, Translation (Setswana - English)
December 2011 to November 2014	<p>Position: <u>Country Marketing & Communications Manager</u></p> <p>Employer: Institute of Development Management (IDM) – Botswana</p> <p>Responsibilities</p> <ul style="list-style-type: none">▶ Brand Management;<ul style="list-style-type: none">• Brand Awareness campaigns• Developed Crisis Management Strategy and Procedures thereof.▶ Events Management & Publicity;▶ Stakeholder Relationship Management▶ Corporate Communication & Public/Media Relations:<ul style="list-style-type: none">• Maximizing PR opportunities for IDM Botswana.• Developing relationships with key media in Botswana and the region.• Media relationships.▶ Developing Customer Service Satisfaction Index for all departments within IDM.

	<ul style="list-style-type: none"> • Training officers on use of Statistical Package for Social Sciences (SPSS) for evaluation. ▶ Chair of Graduation Committee, Staff Rewards & Recognition Committee ▶ Developing and documenting policies, procedures and tools to ensure adherence and compliance with Quality Management System (QMS);
Oct 2008 to Nov 2011	<p>Position: <u>Marketing & Communications Professional</u></p> <p>Employer: Technopolis/AikaGroup Plc seconded to Botswana Innovation Hub (BIH)</p> <p>Responsibilities</p> <ul style="list-style-type: none"> ▶ Identifying Marketing and PR Opportunities ▶ Developing and executing and continually revising marketing strategies as appropriate. ▶ Media and Public Relations ▶ Stakeholder Relationship Management ▶ Website Content management for: www.bih.co.bw and www.aikagroup.com ▶ Development of all promotional materials. ▶ Liaisons with Botswana Missions abroad and foreign missions in Botswana to market BIH. ▶ International marketing of the BIH as an investment destination.
June 2007 – Sept 2008	<p>Position: <u>Senior Marketing & Public Relations Officer;</u></p> <p>Employer: ABM University College</p> <p>Responsibilities</p> <ul style="list-style-type: none"> ▶ Formulation and implementation of Marketing and public relations strategies, ▶ Crisis Management ▶ Brand Management; ▶ Coordinating development & production of promotional materials; ▶ Stakeholder Relationship Management ▶ Facilitating in short courses – Public Relations/Customer Care and Entrepreneurial Skills;
July 2006 – May 2007	<p>Position: <u>Program Assistant, KITSO Training</u></p> <p>Employer: Botswana- Harvard Partnership (Partnership between the Ministry of Health and University of Harvard (School of Public Health))</p> <p>Responsibilities</p> <ul style="list-style-type: none"> ▶ Basic IT support (trouble-shooting); Stakeholder Communications & Coordinating training logistics *Introduced Statistical Package for Social Sciences (SPSS) for Course Evaluations, to replace manual analysis and trained others on the use of the program.
October 2005 – June 2006	<p>Position: <u>Teaching Assistant</u></p> <p>Employer: University of Botswana, Department of Marketing, Faculty of Business</p> <p>Responsibilities</p> <ul style="list-style-type: none"> ▶ Conducting tutorials for undergraduate courses. ▶ Assisting with the different research papers being undertaken by the department.
May – Nov 2005	<p>Position: <u>Marketing & Research Associate</u></p> <p>Employer: Tree Top (Pty) Ltd.</p> <p>Responsibilities</p> <ul style="list-style-type: none"> ▶ Marketing, Research, Business Development, Event Management.

EXTRAMURAL ACTIVITIES

<p>July 2014 to date</p>	<p><u>Member of Internet Corporation for Assigned Names and Numbers (ICANN) Fellowship Selection Committee</u> Representative of Africa on the committee.</p>
<p>April 2010 to date:</p>	<p><u>Member of the Technical Advisory Committee to Botswana Communications Regulatory Authority (BOCRA)</u> on the country code Top Level Domain (“dot BW”) Vice Chair & Representative of civil society, Chair of Public Awareness Subcommittee</p> <ul style="list-style-type: none"> ▶ The country code Top Level Domain (ccTLD) for Botswana, .bw (read as “dot BW”) is Botswana’s unique identification on the internet, and as such is treated as a national resource just like electricity and water. ▶ Committee advises BOCRA on matters relating to operations, policies and procedures of running the registry.
<p>2008 to date: Vice President</p>	<p><u>Botswana Information Technology Society (BITS):</u> BITS is a local NGO that represents the various ICT stakeholders in government, industry and academic sectors (public and private) of Botswana.</p> <p><u>Positions held:</u></p> <ul style="list-style-type: none"> • 2010 – date: Vice President • 2008 – 2 010 Secretary General <p><u>Achievements:</u></p> <ul style="list-style-type: none"> ▶ Organizing and Coordinating training for ICT professionals; ▶ IPv6 Training for ICT Engineers, September 2011 ▶ ACP/EU Internet Governance Training, March 2010 – September 2011. ▶ Internet Governance Activities locally through the national IGF committee & regionally ▶ BITS/AfNOG Chix – regional training for Women ICT Engineers , October 2009 ▶ Chair of Publicity & External Relations Committee ▶ Chair of Membership Committee ▶ Community engagement such as Localisation project: ▶ October 2011 to April 2012: Google/BITS Localisation of Web Content Project: Google/BITS/ Wikipedia Setswana Challenge (“Letlotlo La Setswana”)
<p>2003 to 2011</p>	<p>Volunteer Member of the Fundraising Committee, Masiela Trust Fund.</p>
<p>2002 – 2007</p>	<p>Volunteer for UNICEF – Facilitator in the then Girls Education Movement (GEM) project: Imparting Life Skills Coaching for children at Tshiamo Primary School (Gaborone), Tshekedi Memorial (Serowe) and other community youth.</p>