



Keitumetse Madisha

*Rooted in Authenticity. Rising with Purpose.
Becoming intentionally her.*

INDUSTRY LEADER • EVENTS MARKETING • BRAND MARKETING • PROJECT MANAGEMENT

Executive Biography



As an accomplished industry leader, I serve as the **Head of Events at Primedia Broadcasting**, bringing over 20 years of extensive experience in brand management, project management, marketing, and events management. My professional journey encompasses roles such as Senior Project Manager, Senior Events Manager, Brand Manager, Brand Marketing Specialist, and Media Strategic Partnership Liaison.

I was honored to win the **Primedia CEO Award in 2018 as Best Employee** and was a Runner Up in 2019 for Living the Company Values. I currently serve as an Advisory Board Member for the Festival of Eventing - Pinnacle Collective.

I have developed robust expertise in project management, stakeholder relationship management, and media partnerships, effectively navigating the complexities of the brand and marketing landscape. My responsibilities extend across Primedia's four commercial brands – **947, 702, Kfm 94.5, and CapeTalk** – as well as the award-winning news channel EWN/Eyewitness News.

I lead a dedicated and passionate team, united by a common goal of achieving excellence and driving success in all our initiatives. I have built extensive solid relationships with the Gauteng and Mogale City municipalities, City of Joburg, City of Tshwane, City of Ekurhuleni and Mogale City who contribute to the success of our events.

I've had the privilege to work across world-class brands and their iconic properties from inception such as the Telkom 947 Cycle Challenge (now Ride Joburg), Discovery 947 Rhythm Run, Galaxy 947 Joburg Day, Galaxy K-day, Iconic 702 Walk the Talk, and the 702 Mother's Day Concert at the Zoo. I am the day-to-day person responsible for management of media partnerships with Big Concerts, Showtime Management, T Musicman (Standard Bank Joy of Jazz), Hey Neighbour Music Festival, DStv Delicious Food and Music International Festival, Ultra Music Festival, Mahindra Fest and the yearly partnership with Nirox supporting the arts.

My Life Manifesto

01

Origins Do Not Define Me

I come from humble beginnings, but I refuse to let my past dictate my future. My story is one of growth, resilience, and possibility.

02

Anchored in Values

I live by strong values and principles. Integrity, purpose, and authenticity are the compass points that guide me forward.

03

True to My Identity

I remain grounded in my core identity. No matter the challenges or temptations, I stay aligned with who I truly am.

04

Self-Awareness as Power

I practice self-awareness daily. This awareness keeps me focused, balanced, and intentional in my pursuit of goals.

05

Perseverance Through Adversity

I see obstacles not as barriers, but as opportunities to strengthen my resolve.

06

Authenticity as Foundation

My authentic self is the bedrock of all my aspirations. By honoring who I am, I unlock the courage and clarity to achieve my dreams.

07

Purpose-Driven Growth

Every step I take is aligned with a greater purpose. I strive not only for success, but for meaningful impact and fulfillment.

Vision & Mission

My Vision

Your story has the power to inspire — here's mine. This is more than a website. It's a space where I share my journey, the lessons I've learned, and the ideas that continue to shape me. My hope is that these stories spark something in you too.

My Mission

I believe that inspiration isn't just about feeling good — it's about sparking action. Through my work, I want to help you see possibility where others see obstacles, and to remind you that your story matters too.

About / Showcase

Every project I take on is rooted in one belief: that growth comes from courage, curiosity, and connection.

Here, you'll find the work I've poured my heart into — not just as achievements, but as stepping stones on a path of discovery and to motivate the next generation that dreams do come true.

I don't just showcase what I do; I share why I do it, so you can see the vision behind the action.

Inspiration & Thought Leadership

- Quotes that fuel resilience when the path feels uncertain.
- Stories that remind us we're capable of more than we imagine.
- Insights from experience that turn challenges into opportunities.

Masterclasses & Partnerships

Masterclasses

Rooted in Human Connection - Where stories become lessons, and lessons become action.

At the heart of my work is a passion for authentic human connection. I believe that when people from all walks of life come together — students, professionals, leaders, and dreamers — we unlock the kind of growth that can't happen in isolation.

What I Offer

- **University Masterclasses:** Inspiring students to embrace curiosity, resilience, and creativity as they prepare for the future.
- **Corporate Masterclasses:** Equipping teams and leaders with tools to build stronger connections, foster collaboration, and transform challenges into opportunities.
- **Shared Experiences:** Every session blends storytelling, practical strategies, and interactive dialogue to ensure lasting impact.

Partnerships

Make it bolder. Together, we go further.

Partnerships are at the heart of everything I do. I believe that authentic human connection is the foundation of progress. I would like to collaborate with universities, companies, and organizations that share a vision for growth, resilience, and transformation.

Why Partner With Me

- **Shared vision:** Aligning around purpose and possibility.
- **Authentic connection:** Building relationships rooted in trust and collaboration.
- **Impactful experiences:** Creating masterclasses and events that leave lasting change.
- **Inclusive growth:** Bringing diverse voices together to spark innovation and resilience.

Closing Note: This isn't just a showcase of work — it's a space for growth, collaboration, and inspiration. Whether you're a partner, investor, customer, or stakeholder, you'll find ideas here that move you forward.

CSI: Empowering Rural Girls

Mission: I believe every girl deserves the chance to dream big and achieve her full potential. My mission is to support young women in rural communities by giving them the tools, guidance, and confidence they need to prepare for university and thrive in higher education.

What I would like to do

- **University Readiness Programs:** Guidance on applications, entrance exams, and scholarships.
- **Mentorship:** Pairing girls with inspiring role models.
- **Life Skills Training:** Building confidence, communication, and leadership.
- **Community Engagement:** Working with families and schools to create a supportive environment.

Call to Action

Together, we can rewrite the story of education for rural girls. Join me in building pathways to university success and beyond. With your support, we can ensure that every girl has the chance to shine, lead, and inspire the next generation.

- Donate
- Volunteer
- Partner With Me

Fun Facts About Me

I've always believed that style is more than clothing—it's a way of expressing who you are and the dreams you carry. As someone who loves travel, beauty, and fashion, I bring creativity and flair into everything I do.

At heart, I'm a stylist, passionate about helping others discover their confidence and shine in their own unique way. My journey combines a love for exploring the world with a mission to empower girls in rural areas, showing them that education and self-expression can open doors to endless possibilities.

Legacy Statement

I want to be remembered as:

Dreamer with purpose

Creator of authentic connections

Soul driven by humanity

Queen from humble beginnings

Force of passion & hard work

Spirit protected by God

Personal Motto

"From humble roots I rise, Resilience my crown, Passion my flame, Humanity my song, And faith my shield forever strong."