



## Profile

**Solly Moeng** is a widely experienced professional with a career that has seen him manage a variety of projects in various sectors and in countries spanning several continents. He is an established independent media professional with specialisation in Reputation Management, Stakeholder Engagement Strategies, Strategic Internal & External Communications, PR and Media Relations. As a destination brand management expert, Solly founded and currently convenes the fast-growing Africa Brand Summit – [www.africabrandsummit.co](http://www.africabrandsummit.co) which serves as a platform to assess areas, e.g. education health, business development, social justice, etc. in which Africa can be strengthened to stand shoulder-to-shoulder with its peers in order to better support African populations.

2021 - Lectures 'Social, Company and State Protocol' and '(Online) Reputation Management' at the EU Business School - [Top Business School in Europe | EU Business School \(euruni.edu\)](https://www.eubusinessschool.com/).

**UNITAR-INSEEC-HEIP** (Hautes Etudes Internationales & Politiques)

Gave a series of lectures to Master Students on the “History of Conflict Resolution” with a focus on the Tools, e.g., Key UN Resolutions and Geneva Conventions, Key Players in Conflict Resolution, Conflict Prevention and Creating Conditions for Sustainable Peace.

Also French-speaking, Solly lived and studied in France (where he obtained a French Master’s Degree at the Université de Franche-Comté, Besançon) before working in Canada and the US as South African Tourism’s marketing manager and country manager, respectively, managing South Africa’s country image and, while in the US, rolling out SA Tourism’s growth strategy in the US and Canada.

He was Head of Corporate Communications & PR at **Woolworths** - South Africa’s high-end Food, Clothing, and General Merchandise retail business - leading a team with the brief to protect and enhance corporate reputation. Prior to that, he had been Marketing & Communications Manager at the National Botanical Institute (now South African National Biodiversity Institute – SANBI) and the Cape Nature Conservation Board (whose rebranding to current CapeNature was driven by Solly Moeng)

Solly also acted as Corporate Affairs Head at the Central Energy Fund (CEF). He was later appointed as a special media advisor to the CEO of the Strategic Fuels Fund, a subsidiary of the CEF. In addition, he has worked as **Business Development & Marketing Manager** of **Mesure**, a South African facilities management subsidiary of French Multinational Construction company, **Bouygues Travaux Publics** and **Basil Read**. This position also enabled him to return to France, where he was based at the company’s vast campus in St-Quentin-en-Yvelines, just outside Paris. He also travelled to Nigeria with the company’s special project negotiating team.

Solly is an experienced columnist and media commentator, judge in various industry awards. Former part-time reputation management lecturer at UCT (Film & Media Studies Department), he is yet to complete his PhD at UCT, which is currently on hold until 2022. The focus of his PhD research is on the political communication around the SA government's defunct nuclear newbuild procurement process; the relationship between government/political communicators and the media.

He completed the IMM's Post-Graduate Diploma in Marketing and attended courses at the respected Vega School of Branding.

Solly has led strategy development processes and provided corporate communications and reputation management advice to a number of international brands in retail, oil & gas, nuclear energy, biodiversity management, transport, destination management, lifestyle, logistics, development banking, territorial and country brands, etc. He has spoken at industry conferences and seminars in South Africa, Russia, Armenia, Switzerland, Zambia, and India, where he was also invited as Co-host for the India Brand Summit in late 2016.

He is former Vice-President of the Davos, Switzerland, based World Communication Forum Association (WCFA) and is an Independent Director of the Western Province Professional Rugby (WPPR), in South Africa. As a member of the Management Committee, he chaired the company's marketing, media, and communications sub-committee.

More recently, in April 2022, he led a full day media training workshop for the Executive Mayor of Cape Town, South Africa, as well as his entire Executive Mayoral Committee members and support staff.

### Extra corporate activities and memberships:

- ✿ Vice Chairman, Western Cape Prostate Patient Affairs
- ✿ Former Vice-President: World Communication Forum Association, Davos, Switzerland - <http://www.wcfaglobal.com>
- ✿ **Past President - PRISA**, Public Relations Institute of Southern Africa ([www.prisa.co.za](http://www.prisa.co.za));
- ✿ Former Advisory Board for the City Nation Place Global Event - <http://www.citynationplace.com/global>
- ✿ **Partner and Ambassador:** FrenchTech, Cape Town - <http://french-tech-capetown-new.orson.website/>
- ✿ **Trustee:** The Chrysalis Academy - <https://chrysalisacademy.org.za/>
- ✿ **Past President:** French South Africa Chamber of Commerce & Industry, Cape Chapter
- ✿ **Past Chairman:** Old Mutual 2 Oceans Marathon
- ✿ **Past Oversight Committee Member:** Southern African Freelancers Association (SAFREA)
- ✿ **Guest Examiner; Guest Lecturer (2016):** UCT Electrical Engineering Students Professional Communication Module
- ✿ **2013: Judges' Panel:** [www.theloerieawards.co.za](http://www.theloerieawards.co.za) (The Loeries Awards)
- ✿ **October 2013: Guest Speaker:** ABCI Comfest-13; Mumbai, India
- ✿ **2014: Guest Speaker:** IABC AFRICA Conference, Cape Town, South Africa
- ✿ **October 2016:** Guest Speaker and Co-Chair, Brand India Summit; Mumbai, India. Guest of the Association of Business Communicators of India (ABCI)
- ✿ **March 2017:** Speaker on Country Branding; World Communication Forum: Geneva (Switzerland), Moscow (Russia), Yerevan (Armenia)', and Ekaterinburg (Russia) in 2019.
- ✿ **March 2017:** Speaker at the Stakeholder Engagement & Reputation management Seminar, Sandton (RSA).