

Tendai Mhizha Tendai spent her early years travelling and was educated in 6 different countries. She holds a Masters in Strategic Management with the University of Derby, UK and is currently finalising a doctoral degree through research, with the same university. She has also attended a post graduate course in General Management, International Marketing and Finance at the University of Stellenbosch in Cape Town.

Tendai has 23 years experience in Pan-African Marketing, Branding Research and strategy and has worked for The Edgars group in Zimbabwe, Research International in South Africa and Wella Hair Care Company in Cape Town. Tendai was the CEO of Research International Zimbabwe (Member of the WPP group), also operating in Malawi, Zambia, Mozambique, Botswana and Angola from 1998 to December 2004.

In January 2005, she took up the post of Pan-Africa Director for Research International World Wide based in Johannesburg and then transferred to a sister WPP company Enterprise IG (Now The Brand Union) as Strategy Director for Africa and Middle East in October 2006. Tendai was a board member of each of these organisations. In 2008 Tendai started her own small Pan African integrated strategy, marketing and branding consultancy namely, Integra Africa, offering strategic solutions with Africa at heart.

Tendai works as a consultant with organisations and has a wide range of experience. She has worked in one way or another with most multinational organisations including financial institutions, FMCG and cellular telephony operators in Africa and across the globe. Tendai is a board level leader, lecturer and an avid public speaker with an infectious passion for people and the rapid development of The African continent. Tendai Kadenhe-Mhizha is the author of the only Sub-Saharan African Living Standard measure (LSM) tool currently I use across the globe.