

CURRICULUM VITAE – JOHN BADENHORST



PR Consultant, Lecturer-Trainer, Writer, Project Manager:

Extensive senior experience in Public Relations, in South Africa and the Middle East, including ten years as Head of Public Relations for M-NET Television. Currently working mostly in his own training brand, Rehumanising, and the peace initiative, Make Peace Not War. His current work is a synthesis of his early career in education and the theatre, together with conflict resolution and empathy instruction.

Principal strengths: wide range of industry experience (both PR and other marketing disciplines; client and agency side) and expert trainer. Flair for editing texts of all kinds. Experienced in overall strategic planning, CSR, internal communications, issues and crisis management, experience in directing PR teams, pitching for and winning new business, excellent cross-cultural skills, adept at motivating, training and mentoring staff, highly-developed client servicing skills, writing and editing at all levels, international event management and change management. Able to adapt swiftly to new environments, cultures, and markets, with good linguistic facility. Particular flair for training and mentoring young talents and shaping writing, academic and otherwise.

Specialises in bridging the gaps between diverse political and ethnic groups, with extensive experience in this regard in Africa and the Middle East

- Dual nationality: South African-British
 - Marital Status: Divorced
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South Africa: +27 (0)79 098 2544
 - Website: www.rehumanise-mpnw.com
- Resident in Johannesburg/Arbroath, Scotland
- Languages: English, Afrikaans, Italian (fluent); French, German and basic Arabic
- Educational qualifications include BA degree (Rhodes University), Short course diploma from UCT Business School, TEFL/TESOL/Business English diplomas, and certificate from the national drama school of Italy, *Silvio D'Amico*.

1. SOUTH AFRICA (2012-2016)

John Badenhorst Consulting/Rehumanising, take people one by one

- June 2013 to present: Writing (multiple genres), Marketing Services, Communications, PR training, ATL Copywriting, Editing (especially for Wits Business School and GIBS), change management.
- Currently lecturing in the BA Marketing Communications programme at the AAA School of Advertising (Principles of Communication)
- Training and writing for PRISA, the IAJ and various agencies and corporate clients, including MultiChoice SA, the Naspers Group and Kagiso Tiso Holdings.
- Own training brand, "Rehumanise, take people one by one" developed and applied
- Theatrical and community productions for Wits University and AFDA (African Film and Drama Academy), Johannesburg

Stone Soup PR, member of the Iconic Group

- Managing Director
- June 2012 to May 2013
- Clients included Ask Afrika, Ads24, Continental Outdoor Media, OHMSA, Wag The Dog, Bosch Power Tools, PDMSA (Print and Digital Media South Africa), Umalusi and CIPS.
- Also worked in copywriting and editing (*Acumen*, the magazine of Gibbs Business School)

Baird's Renaissance, Johannesburg (and other freelance clients)

- Senior Consultant
- March 2012 to June 2012
- Clients included Mauritius Tourism Promotion Authority, ESKOM, Blue Financial Services, Ctrack DigiCore, Avatar Communications

2. MIDDLE EAST (2005-2011)

Bates PanGulf, Kuwait

- PR Director
- December 2010 to December 2011
- Clients included IFA (International Financial Advisors), Alshaya Trading (Kuwait and Saudi Arabia), MH Alshaya

GolinHarris, Jeddah

- MD
- March 2009 to October 2010
- Clients included Pfizer, Roche, Magrabi Hospital, Singapore Airlines, MoneyGram-NCBQuickpay, Kraft, Al Abraar International-Traco, The HRH Prince Nayef Celebration Committee

Memac Ogilvy, Riyadh

- PR Director
- February 2008 to February 2009
- Clients included American Express, Bravo, Al Rajhi Bank, Novartis Healthcare, Tasnee (rights issue), American Rice, Samsung Electronics, Bioderm, Alissa Motors, Safari Motors, The Centennial Fund

Weber Shandwick, Riyadh

- PR Director
- June 2006 to January 2008
- Successfully opened the PR office in Riyadh (KSA)
- Clients included: Kingdom Holding Company (IPO), Olayan Financing Company, Samba Financial Group, The Arab Open University, Al Safi Danone, The Land Real Estate and Development Company, Saudi Swiss Securities, Sony, The Government of Ireland

Landmark Public Relations, Dubai

- Director in Charge
- September 2005 to May 2006
- Clients included AAC-Renault, Gray Business Communications, Café Céramique, Jacobsons Direct, Alukkas Group, ABLE Charity UAE, Zawya, the Tabah Foundation, LG Electronics

LONDON AND DUBAI (2000-2005)

Centre for African and English Language Learning, The Purley Language School

- PR & Marketing and Outreach Consultant
- TEFL teacher
- June 2004 to August 2005

California Closets

- PR and Marketing Manager
- November 2002 to May 2004

Shorter assignments

- April 2000 to October 2002
- **DUBAI:** Promoseven (consulting on Orbit Television); Project for Asda's PR and Burson-Marsteller Madrid (Asoliva: re-introduction to the Gulf of Spanish Olive Oil); three months' with Publicis-Graphics/Headline PR, covering senior portfolios during senior staff's vacations (Al Ghurair Shopping Centre, Book Corner, 3Com, Lipton's Tea); **LONDON:** Human Rights Watch International Film Festival (Community Outreach and Gala Opening event management), Borkowski PR and ADC Blueprint PR (repeat assignments when volume of business required extra capacity)

SOUTH AFRICA (1987-2000)

Three Worlds Agency (Cape Town)

- Director (own agency)
- February 1996 to March 2000
- Clients included M-NET Television (the M-NET All Africa Film Awards and the M-NET Book Prize), Carlton Food Network, Standard Bank Internet Banking, Oracle Airtime Sales, MISR International Films (The Youssef Chahine Company, Cairo) and the St George's Cathedral Foundation, Woolworths
- Co-produced, wrote and directed feature film, *Slavery of Love*

M-NET Television (Johannesburg)

- Head of Public Relations
- February 1987 to January 1996
- Established from scratch the company's media and public relation network across South Africa and the rest of the African Continent
- Full range of PR practice and brand building, including:
 - Cross-cultural public affairs (with the old and new SA governments and their leaders, FW de Klerk and Nelson Mandela)
 - Internal communications across the continent (established M-NET's Videonet),
 - CSR (M-NET's *For the sake of our children* platform)
 - Large-scale charity fundraisers (with Joan Collins, Joanna Lumley, Jacqueline Bisset, Yousra, and many others)
 - Strategic awards programmes, the M-NET All Africa Film Awards and The M-NET Book Prize (conception, strategy, execution, Pan-African management, events in South Africa and other African centres)
 - Created and managed M-NET and related company events, such as the opening of the Greek service, Athens (gala media extravaganza starring Carla Bruni and the Gypsy Kings), first live Oscars transmission in Cairo, international company conferences (e.g. in The Netherlands)
 - Worked closely with Marketing and Advertising Departments to ensure an integrated branding strategy for the company, in South African and Pan-Africa
 - Developed and mentored junior staff in the 80s and 90s, who are all now PR managers in their own right, in Johannesburg

1971-1986 - Other experience included:

- **Head of PR for PACOFS** (Performing Arts Council of the Orange Free State) and the Sand du Plessis Theatre, in Bloemfontein
- **PRO for CAPAB Opera** (Cape Performing Arts Board) in Cape Town
- **English copywriter, Reader's Digest** (CT)
- **Afrikaans copywriter, Bernstein, Kennedy & Associates** (CT)
- **English/Afrikaans teacher, Harold Cressy High School**, repeat appointments (CT)
- **Extensive community and professional theatre work** (Cape Town)

References available on www.rehumanise-mpnw.com and also on request.