

## **HARNESING AFRICAN CREATIVITY, AFRICAN BANK'S TOP MARKETER PARTICIPATES IN THE JUDGING AND GLOBAL PANEL CONVERSATION ON INDUSTRY INNOVATION**

African Bank's Group Chief Marketing Officer, Sbusiso Kumalo, will have an opportunity to highlight Africa's growing reputation as a creative force when he sits on a panel at the upcoming Cannes Lions Festival of Creativity in the South of France. Kumalo will serve as one leading CMO's in this 70th iteration of the world event featuring high-profile marketers and creative heavy hitters discussing contemporary trends and approaches. The event will see a curated programme of world-class experts, challengers, and disruptors from across the spectrum of creativity.

Kumalo will join other speakers focusing on how brands can learn from creative solutions developed and used on the continent. Kumalo notes: "Around the world Africa is recognised as a creative powerhouse. We are a continent with incredible cultural diversity, with over three-thousand distinct ethnic groups, each with their own languages, customs, and traditions."

This rich tapestry of cultures provides a fertile ground for creativity. "Across the continent there are also vibrant artistic scenes with a wide range of disciplines, including music, dance, visual arts, fashion, film and literature, and African artists have achieved global recognition for their talent. And despite obstacles, African creatives have often been at the forefront of using innovation to find solutions to these problems. From using recycled materials to creating art to developing modern technologies for sustainable innovative solutions, African creatives have shown that they can harness their talent and skills to bring positive change to their communities and beyond," says Kumalo.

Kumalo, has a wide breadth of knowledge in the marketing space and has been involved in the successful development of several brands, including his leadership on the African Bank business. His expertise in developing creative strategies that resonate with local audiences has earned him accolades and recognition from peers and clients alike.

Kumalo adds, "I am honoured to have been selected to be a part of this distinguished panel, including participating in other parts of the programme and as someone who has worked extensively in the African market, I am excited to share my perspective on the role of creativity in connecting with audiences in a meaningful way."