



FOR IMMEDIATE RELEASE

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SASCOC APPOINTS A NEW CEO



Today the President of the South African Sports Confederation and Olympic Committee (SASCOC), Mr Barry Hendricks announced the appointment of Miss Nozipho Jafta as the new CEO of SASCOC starting in January 2022. The organisation has been without a permanent CEO since the departure of Mr Tubby Reddy in 2018.

“We are very excited about this appointment and we believe that having a permanent CEO is very critical in stabilising and turning SASCOC around. We went through a very rigorous process, involving independent consultants and panel, and believe that we have the right candidate for the job. She will be working very closely with us in addressing financial & governance issues and most importantly rebuilding the SASCOC Brand and stakeholder confidence to attract sponsors and stabilize the organisation,” said Hendricks.

Nozipho holds a degree in Communications and Honours in Psychology from the University of Fort Hare. She completed her Management Advancement Program (MAP) at Wits Business School and an effective leadership program at Wharton University, USA.

She is a seasoned Executive with a wealth of experience across sectors, with over 20 years' experience in Marketing, Events & Sports Sponsorships and Communication at Senior and Executive level. Further, she has worked for and managed big local and global brands including South African Airways, Vodacom, Telkom, McDonald's, RAF, Proudly SA and currently Autopax.

"As an organisation, SASCOC is definitely going to benefit from the extensive experience that Nozipho has in both private and public sector," added Hendricks.

As the Executive Manager responsible for Marketing, Sponsorships and Events for South African Airways, she managed the sponsorship of different sporting and cultural events. Her portfolio included the sponsorship of South African Football Association (SAFA), Professional Soccer League (PSL), the LIONS rugby union, Super 14 rugby tournament (SANZAR), Sunshine Tour, South African Open Golf Tournament, SA Golf Development Board, Women's World Cup of Golf, Cricket SA, Argus cycling, ATP (Association of Tennis Players), Comrade's Marathon, Two Oceans Marathon, etc. Between 2007 and 2010, she was the Head of the McDonald's Global Sponsorship of the 2010 FIFA World Cup in South Africa.

"In partnership with SASCOC, Nozipho managed the SAA sponsorship of both the Olympics and Paralympics in 2004 and in 2008, she was involved in the Beijing Olympics with McDonald's, who are the global sponsors of the Olympics and Paralympics. So, she is no stranger in our environment," said Hendricks.

Nozipho is currently the Operations, Sales, Marketing, Communication and Stakeholder Relations Executive for Autopax, a subsidiary of PRASA. Prior to that, she was the Acting CEO of the organisation.

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