

## INGRID N RODING

STRATEGIC VISIONARY | MARKETING &amp; COMMUNICATIONS EXPERT | LOVER OF ALL THINGS BUSINESS

## EDUCATION

## MASTER'S DEGREE

University of Otago NZ | 2021-2023

MBA with honours

## BACHELOR'S DEGREE

RAU (South Africa) | 1995

Bachelor of Communications with English

## DIPLOMA

Dog and Cat Behaviour

(Passion projects)

PROFESSIONAL  
DEVELOPMENT

## K I M S K I L D U M R E I D

Corporate Sponsorship Strategy 2023

## M A R T I N L I N D S T R O M

5 Senses marketing 2007

## S T E V E N C O V E Y

7 Habits Training

## P R I M E D I A – N I C K C H R I S T E L I S

Leadership development 2007

## GOVERNANCE

## S W I M D U N E D I N

Board member (2021 to current)

## D U N E D I N G Y M N A S T I C S A S S O C I A T I O N

Subcommittee member (2021 to 2022)

## H I L L C I T Y A T H L E T I C S

Committee

## SUMMARY

I have a strong background in business on a C-suite level underpinned by Marketing and Comms, with a track record of successfully implementing successful strategies across various organisations including the commercial, public and the NPO sector. I graduated with my MBA (with honours) in December 2023 and serve on the Swim Dunedin Board.

As the former founder and CEO of a successful marketing agency, I have honed my business skill. I am strategic, but prioritised. I have successfully developed and implemented comprehensive, relevant strategies, generating revenue growth. Moreover, my experience as a business CEO has equipped me with a deep understanding of the importance of collaboration, ROI-driven decision-making, and cultural integration. I am able to communicate effectively in any market.

I have led a team that serviced top clients in various industries, delivering tailor-made campaigns with measurable returns on investment. I understand vision to reality. I fostered long-term relationships and results by collaborating closely with clients, understanding their needs, developing partnerships and providing innovative solutions. Additionally, I effectively managed budgets, ensuring efficient resource allocation and ROI.

I understand the importance of cross-functional collaboration, process and seamless execution, which has been a significant part of my current role. My ability to navigate complex stakeholder landscapes, build rapport with clients, and establish strategic alliances has been instrumental in my success. I am an emotionally intelligent leader.

A passion for strategic thinking drives me, underpinned by solid planning and analytical skills. I believe in solutions, the power of collaboration, continuous improvement, and fostering team growth through mentorship. Holding a values-driven position is very important, and knowing I can positively effect change through my contribution.

I am committed to creating a positive culture and fostering a productive work environment. I am known for my vibrant energy, new-age leadership, attention to detail, and innate ability to solve challenges.

## K I A O R A T Ā T O U

GREETINGS ALL

## K O M A G A L I E S B E R G

T E M A U N G A

MAGALIESBERG IS THE MOUNTAIN

## K O J U K S K E I T E A W A

JUKSKEI IS THE RIVER

## N Ō S O U T H A F R I C A A H A U

I AM FROM SOUTH AFRICA

## K O R O D I N G T Ō K U W H Ā N A U

RODING IS MY FAMILY

## K O I N G R I D T Ō K U I N G O A

MY NAME IS INGRID



LINKEDIN

[www.linkedin.com/in/ingrid-n-roding-429ab39/](https://www.linkedin.com/in/ingrid-n-roding-429ab39/)

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## CAREER HIGHLIGHTS

Founder and CEO of **THE SHED**, a successful marketing and communications agency (~ 10 years) specialising in strategy and execution for top-tier SA and International clients (B2B and B2C).

Procured a **Global record deal** for South African band **Seether**, leading to a 1-year engagement in **New York**.

Successful **relocation to New Zealand** in a Senior Management position for a leading NPO (**OUSA**), enabling me further to focus my activities on leadership and strategy implementation. I understand how to bring the **vision to reality**.

**MBA with honours.**

## SKILLS

Professional

Strategic and creative thinker

Mentorship

Team empowerment

Organisational Reengineering

Political and cultural acumen

Change Management

Risk Management incl. Reputation Management

Crisis Communications

Develop strong partnerships

Innovative and growth-focused

Strong communicator

Open-minded and approachable

## PROFESSIONAL EXPERIENCE

## MARKETING AND COMMUNICATIONS MANAGER

**OUSA / Oct 2018 - current**

*(Otago University Student Association – Independent NFP)*

## Synopsis

OUSA is an independent non for profit maintaining an SLA agreement with the University of Otago and consisting of various business units notably Student Support, OUSA Events, Clubs and Socs, Radio One, and Critic Magazine.

The organisation generates over \$5 million PA in revenue through various channels, notably the Planet Media sales division through the sale of student-related advertising inventory for Otago and various other campuses across NZ, student events, and recreation offerings. OUSA also owns several buildings, notably the landmark Clubs and Socs building on Albany Street and the historic UBS building. The Association also runs the Dunedin Craft Beer and Food Festival on a yearly basis, as well as partnering on the Auckland Craft Beer and Food Festival together with Live Nation.

- Senior Management team optimisation
- Comprehensive responsibility for Strategy, Marketing, and Brand Development together with Implementation across all departments.
- Effectively and Efficiently facilitate Marketing & Communications activities for OUSA and its relevant divisions, most notably:
  - OUSA events | Student Support
  - Clubs and Socials | Radio One
  - Dunedin Craft Beer and Food Festival
  - Good One-party register
- Successfully building cross-collaboration between departments
- Results driven. Analytics and ROI for campaigns – focus on growth/revenue.
- Budget management & financial forecasting
- Team leadership, growth, and development
- Meeting of OUSA KPIs in line with Otago University SLA
- Client Liaison and partnerships
- Media Liaison and Crisis Communications
- Mentorship
- Innovation

## CEO

**THE SHED / 2010 – 2019**

*(Successful Divestment as owner and emigrate to New Zealand)*

## Synopsis

A below-the-line marketing agency creating strong, effective campaigns tailor-made for the client, with measurable returns on investment. Strategy through to implementation, analytics.

Clients included top-tier hotels, restaurant franchises, FMCG products, leading health provider, Government, SaaS services, Technology providers and Health & Beauty leaders.

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## INTERESTS

## ANIMAL WELFARE

Former Board Member – CLAW

Foster for SPCA

## BAKING

Future business model loading...

## HELPING SMALL LOCAL BUSINESS

## SUCCEED

Strategy development for local business

including EMS Dunedin.

Marketing for CBK NZ

## CONTACT

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021 023 575 00

- Led a team servicing top SA clients offering "below the line marketing" services and traditional media and communications, strategy development.
- Day-to-day business management, including strategy, HR, financials, sales, change management
- Agency and client liaison
- Full marketing scope across FMCG / Hospitality / Health / Beauty / Travel / Entertainment and Technology industries
- PR, media and Crisis Communications

## Select Client list:

- Project Runway SA
- Legacy hotels
- Tented adventures
- MSC Cruises
- Crème Classique skin care (FMCG)
- Intercare Hospitals
- Doppio Zero Restaurants
- Piz E Vino Restaurants
- Mobicel Cell Phones
- I-Life Technology
- SaaS – Satellite TV Free to air
- Ocean Basket Restaurants
- King Pie (quick service restaurants)
- Chicken Stop (quick service restaurants)
- Ellies Electronics
- Megatron Power into Africa
- Dairybelle (FMCG)
- Gauteng Government
- Free State Government

## MARKETING &amp; COMMUNICATIONS MANAGER

MSC Cruises South Africa / 2009 - 2010

MSC Cruises is a Swiss-Italian global cruise line registered in Switzerland and based in Geneva, servicing Europe, South America, the Persian Gulf region, and South Africa. Offering more market share in addition to deployed capacity than any other cruise line.

- All Above and Below-the-line Marketing for the world cruise brand relevant to SA
- Manage Communications and PR
- Trade marketing growth and development
- Manage all promotional activity
- Manage all MSC events
- Manage all Joint Ventures
- Liaison with MSC International
- Development of Annual Marketing Plans
- Marketing Budget Management
- Crisis communications

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## REFERENCES

Referees:

ANNA Flynn  
(MBA Colleague)

Debbie Downs  
CEO OUSA

Megan MacPherson  
Director of Communications  
Otago University

**PROJECT AND BRAND MANAGER**

Primedia Broadcasting / 2003 – 2009

The home of big brands, big personalities, and lucrative, responsive audiences, Primedia Broadcasting, creates connections that achieve incredible results. Owners of radio and news channels.

- Heading the marketing and events team to achieve marketing of all on-air properties, promotions, and events across multiple owned radio stations and the EWN news brand
- Strategy and innovation for all brands into other media channels
- Manage all Corporate Imaging across the brands
- Manage campaign budgets
- Client Liaison and relationships
- PR collaboration
- Management

**MARKETING MANAGER**

Frontline Entertainment Management / 2000 – 2003

Johannesburg South Africa > **NEW YORK USA**

A music marketing and management company taking South African Music to the world.

- Procuring the business deal with Wind Up Entertainment
- Working in New York to facilitate long-term strategic roll out
- Facilitated a never again seen 7 record deal for Seether into the USA. A first for the SA record industry in the Rock genre.

**INTERNATIONAL MARKETING MANAGER**

SONY MUSIC ENTERTAINMENT/ 1996 – 2000

Global Major record label, South African Division

- Marketing of South African products internationally with the view to world record deals.
- Strategy for brand development and either license or export, with associated marketing
- Budget management
- Client relationships