

Thebe's next for Redi's show

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He has been the brains behind the branding of some of the biggest names in the world, such as Nike, and he has helped put two presidents into power.

Now, Thebe Ikalafeng is preparing for a different role. He will fill in for talkshow host Redi Tlhabi on Talk Radio 702 on Friday morning, from 9am to midday.

Ikalafeng is one of South Africa's most respected brand experts, who headed the campaigns that helped elect John Atta Mills and John Mahama as consecutive presidents of Ghana.

He will be the Friday Stand-in, a strategy the station introduced when Tlhabi went on maternity leave – she has since given birth to a girl.

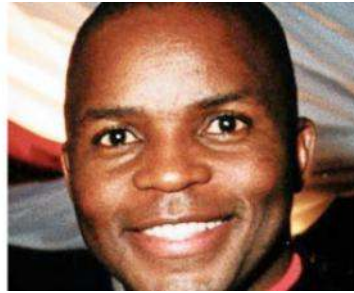
It's an offer inviting public figures to take the reins of her Friday show.

Journalist Debora Patta was the first stand-in last week.

Udo Carelse presents the show for the rest of the week.

Ikalafeng was born in Kimberley and holds a BSc (Business Administration) and MBA degrees from Marquette University in the US. He completed executive education at Wits and Harvard business schools.

He set up Brand Africa and is also setting up the first Brand Africa 100 – the most comprehensive ranking of African brands.



GIVE HIM THE MIKE: Thebe Ikalafeng.