

## **NUVO™ welcomes new director of strategy and corporate planning.**

In today's business world, the only constant is change. Amidst the backdrop of colossal fluctuations of economy, our ability to adapt is paramount to current and future success. In the words of Steve Jobs, "innovation is the ability to see change as an opportunity, not a threat".

NUVO™ is a company that is well versed in the art of innovation, consistently moving beyond the expectations of the South African rubber industry. The group has completed a period of strategic focus on acquisitions and product development and they are turning the gears of organisational change to maximise this investment. To manage the change and implement innovative processes, the group welcomes a new director of strategy and corporate planning – Futhi Mbanjwa.

Futhi joins the group from her position as director of human resources management and development at the City of Joburg Metro Municipality (commonly known as office of the speaker of council). Before this she was instrumental in the merger of the former University of Durban Westville and former University of Natal into its current entity – UKZN. She led matters relating to the training, development and new conditions of service, producing the university's first ever employment equity plan.

As a woman of colour with a physical disability, Futhi has first-hand experience in adapting to change as an opportunity. With a master's degree in industrial psychology from the University of KwaZulu-Natal, along with an impressive list of diplomas and management courses from the likes of University of Pennsylvania, she has earned every bit of her success and is poised to lead NUVO™ into South Africa's economic future.

She was drawn to NUVO™ as a truly South African organisation that embraces diversity and uses it as a strength, identifying opportunities in change. She believes this boils down to

pragmatic leadership that has resulted in an admirable length of service for its entire workforce.

As director of strategy and corporate planning, Futhi will be responsible for the progression of strategic capability, leadership, corporate governance, organisational design and change management with a particular focus on NUVO™ Solid Tyres. Utilising her experience in municipal government and equity management at UKZN, she will also be working on maximising the B-BBEE status of the group to acquire new business and opportunities, leveraging assistance and support from the Department of Trade and Industry, and the Industrial Development Corporation.

NUVO™ Solid Tyres has gone through an extensive overhaul to enter both the economy and premium solid tyre markets, meeting the demands of the local warehousing industry. Futhi believes it will become a leader in the South African market as a dependable local manufacturer by providing first class service.

She aims to expand the business to create meaningful and sustainable job opportunities within the NUVO™ rubber group, building on the loyal and established client base.

We look forward to watching the group lead South African rubber to a bright future with stars like Futhi plotting the course.

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