

10 September 2020

Misrepresentation of IIBA SA President, Edward Ngubane, as the Marketing Manager of the Clicks Group

It has come to the attention of the South African Chapter of the International Institute of Business Analysis that a photograph of the President of this Board, Mr Edward Ngubane, has been published on social media claiming that he is an employee of the Clicks Group.

In the social media posts sighted on Facebook and Twitter, Mr. Edward Ngubane's pictures which were taken from his LinkedIn profile were labelled as that of Mr. Veli Mabena, the ex-Head of Marketing of the Clicks Group.

As IIBA-SA we can confidently state that Mr. Edward Ngubane is not in any way associated to the Clicks Group and the furore surrounding the Clicks/Tresseme advertisement and that the IIBA-SA does not condone any form of racism.

The IIBA-SA strongly condemns this misrepresentation of its President and implore the wider public to desist from further distributing this harmful misrepresentation of Mr Edward Ngubane.

Thank you,

The Executive Board, IIBA South Africa Chapter.

Edward Ngubane
IIBA®-SA President

Melissa Botha
IIBA®-SA Professional
Development and Technology

Deidré Forbay
IIBA®-SA Communications,
Marketing and Branding

Oluwakorede Asuni
IIBA®-SA Secretary

James Neethling
IIBA®-SA Treasurer

Khethlelo Malinga
IIBA®-SA Operations

Sonia De Abreu
IIBA®-SA Membership