**CITATION – BUNGUZA PETER VUNDLA**

Bunguza Peter Vundla was born in 1948 in the Western Native Township in Johannesburg. His family relocated to Soweto in the 1950s, due to the Group Areas Act, which resulted in the forced removal and displacement of millions. This likely sparked his quest for social justice. He attended primary school in Soweto and then a boarding school in Healdtown in the Eastern Cape, from which he was expelled, for campaigning for better conditions for students. He returned to Soweto, where he matriculated.

Vundla studied at the University of Fort Hare, where he was excluded, with 20 others for protesting against apartheid. He subsequently obtained a BA degree from UNISA, majoring in political science and history.

On graduating, he joined Market Research South Africa and in 1971 won a scholarship to read for an MBA at Columbia University. After four years in New York, he returned and re-joined the marketing industry, working for Van Zyl and Schultze, under the mentorship of Dr Ivan May. He served as the Director of *Soweto Today* from 1976 to 1979 and as an Account Director at Ogilvy & Mather, Rightford, Searl-Tripp Makin until 1991, after which he founded the first Black-owned and Black-led advertising, marketing and branding agency in South Africa, HerdBouys’, a turning point in the industry’s history.

HerdBouys’ directly challenged the white male hegemony that dominated the industry at the time. It competed against local and global agencies for business in a concentrated market and exuded incredible insight into the local market, previously ignored. Under Vundla’s leadership, advertising changed from merely reflecting the lives of South Africans at the time, towards creating lifestyles towards which ordinary people could aspire. He served as the Managing Director until 2000 and as the Chairperson of HerdBuoys’ McCann-Erickson until 2005.

Social cohesion was an important aspiration for Vundla pre-1994, and was reflected in some of the campaigns undertaken at the time, including the groundwork undertaken for developing the South African flag, the first democratic ballot paper, the logo for the Truth and Reconciliation Commission and the branding of South African Airways post-democracy. He also served as a member of former president Thabo Mbeki’s think tank on Africa.

Vundla is renowned for his ability to build relationships and is respected for his professionalism and entrepreneurial spirit which saw him transition into the world of banking and business in the 1990s, a very difficult period for Black businessmen. His enduring commitment, his inherent self-belief and his ambition to change the world contributed to his business success. In 1991 HerdBuoys’ was bought by a global agency.

Today, an astute and insightful businessman, Vundla serves on the boards of numerous companies, trusts, industry associations and foundations, many of which he has chaired. He has served as a director of Wesbank, Business Against Crime, Fidelity Security Services, Foodcorp, National Chemical Products, NAIL, Santam and Universal McCann, amongst others.

He is the former chairman of Alcatel-Lucent SA, Digicore Holdings, Pamodzi and the Presidential Black Business Working Group. He is currently a Non-Executive Chairman of AMB Holdings (Pty) Ltd., a position that he has held for 17 years, Chairman of New Seasons Investments Ltd., and Chairman of the Save the Family Trust.

For over two decades, Vundla has contributed to industry knowledge and publications pertaining to Black Economic Empowerment, business, politics, audiences and empowerment. He has written and presented on *Logistics of Marketing to the Black Consumer in South Africa*, *Afrocentra versus Eurocentra Advertising*, *The Challenges of BEE Capital Raising* and *An Empowerment Charter for the Financial Services*, amongst others.

Vundla served as a trustee of the University of North West’s Foundation, as a member of council of the University of South Africa and the University of Transkei and as the ex-president and national chairman of the Institute of Marketing Management. He is a previous chairman of the Advertising Standards Committee and served as a director of the SABC.

A public intellectual who contributes opinion pieces on topical matters regularly in the media, Vundla is an activist committed to social justice. He is the Director of the Mapungubwe Institute for Strategic Reflection and the Chairman of the *Mail & Guardian* newspaper.

Vundla holds professional membership of the Institute of Marketing Management, the Association of Advertising Agencies, the Advertising Standards Authority, the Enterprise Investment Forum and the Black Business Executive Circle. He was awarded *Finance Week’s* Newcomers Award and the Enterprise Black Business of the Year Award. In 1994, he was the National Economic Initiative Entrepreneur of the Year. In 1998 he was celebrated as the Black Management Forum’s Black Business Pioneer and in 2000 was appointed as a Fellow of the Institute of Marketing Management. He was honoured with the *Financial Mail’s* Ad Focus Award for Long-term Achievement in 2002 and the ABSIP Pioneer of Empowerment in 2004.

His commitment extends beyond his industry interests. He has contributed as a trustee to the Jack Nicklaus Golf Academy, Musicians Against Alcohol & Drugs, Friends of the Johannesburg Art Gallery, the National Children’s Rights Committee and the African Leadership Foundation. He is currently a Director of the Special Olympics of South Africa.

Vundla attributes his success to hard work, integrity, entrepreneurship and leading by example - values which he writes about extensively in his own biography titled *Doing Time*. He strived to change the world through the power of advertising, which he aptly did. He has transformed an industry, empowered South Africans, and changed how we are viewed and how we view aspects of our life.

An accomplished doyen of the advertising industry, Vundla is recognised as a visionary who disrupted the status quo of the advertising industry, who served as a catalyst for change, not only in the creative industries, but also as a successful leader in the banking and business arenas.

His success was achieved through his commitment to excellence, his diligence and his integrity – qualities which define him today and it is therefore befitting that the University of the Witwatersrand, Johannesburg awards an honorary doctorate degree to Bunguza Peter Vundla.