

SURNAME: Shope-Linney
FORENAMES: Thaninga Pandit
NATIONALITY: South African

B. EDUCATION

FROM TO	QUALIFICATION	INSTITUTION
Sept'80 July'85	MSc Degree, System Analysis and Design	Engineering Institute, Havana, Cuba.

C. WORK EXPERIENCE

PERIOD	January 2013 – To date
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POSITION HELD	Ambassador Extraordinary and Plenipotentiary, Venezuela and Colombia
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RESPONSIBILITIES

- Represent South Africa in both Venezuela and Colombia
- Identify business opportunities for South Africa in both countries.
- Strengthen political South South relations.

PERIOD

November 2008-2012

POSITION HELD

**Ambassador Extraordinary and Plenipotentiary,
Gabon and Sao Tome and Principe**

RESPONSIBILITIES

- **Represent South Africa in both Gabon and Sao Tome and Principe**
- **Identify business opportunities for South Africa in both countries.**
- **Strengthen political South South relations.**

PERIOD

November 2001-August 2008

POSITION HELD

**General Manager Communications and Outreach
NEPAD Secretariat**

RESPONSABILITIES

- Assist with arranging Heads of State and Government Implementation Committee Summits
- Assist with organizing all steering committee meetings
- Coordinate information dissemination of all NEPAD priority sectors
- Disseminate information on NEPAD locally, continentally and globally
- Ensure 'buy in' into the NEPAD process, particularly by Africans, the world over
- Liaise with all stakeholders in communicating the NEPAD message
- Create as much advocacy as is possible on NEPAD, continentally and globally
- Coordinate specialist events for the NEPAD Secretariat
- Facilitate interaction between NEPAD and all stakeholders
- Assist with the creation of NEPAD focal points at country level
- Ensure constant interaction with civil society, private sector and youth organisations
- Coordinate NEPAD information dissemination with African Union Commission, Regional Economic Communities as well as the United Nations System
- Liaise regularly with continental as well as global media on NEPAD
- Create archive system for NEPAD
- Compilation of the corporation's Annual Report
- Responsible for compilation all publications of NEPAD
- Responsible for NEPAD website and NEPAD electronic and print newsletters
- Interaction with African governments, institutions and stakeholders on NEPAD

- Spokesperson for NEPAD Secretariat

PERIOD	July 2000 – August 2001
MGIMETI COMMUNICATIONS:	Consultant, Partner, Co Founder
SKOTAVILLE PRESS:	Consultant
ANC:	Consultant
RESPONSIBILITIES: As per company profile.	

PERIOD	MAY'99 – APRIL' 2000
POSITION HELD	SENIOR GENERAL MANAGER: CORPORATE AFFAIRS, SABC

RESPONSABILITIES

- Management and oversee the overall marketing position and branding of the entire corporation.
- Devising of the correct image of the corporation.
- Liaise with all stakeholders on behalf of the corporation like viewers, listener's business sector, advertising industry, independent producers, African and international broadcasters SABA, PBI, CBA, URTNA, IBA government embassies, editor's forum, etc. Spokesperson for the corporation.
- Internal and external communications.
- Direct liaison with print media.
- Release of press statements on behalf of the corporation.
- Community development projects.
- Job creation initiatives.
- Driving of the African renaissance initiative.
- HIV/AIDS awareness campaigns.
- Compilation of the corporation's Annual Report.
- Responsible for compilation all publications of the corporation.
- Handling of the corporation's website.

PERIOD: MAY'96 – APRIL'99

POSITION HELD: GENERAL MANAGER: SABC 2

RESPONSABILITIES:

- Responsible for all functions of SABC i.e. Finance, Sales Marketing, Programming and scheduling.
- Accountable for the profitability of the channel.
- Responsible for quality of programmes on SABC2.
- Constant repositioning of the channel to fit the multi-cultured nature of the South African society.
- Changing the image of SABC internally and externally
- Responsible for making the African Renaissance a reality on and off screen.

PERIOD: NOVEMBER 1998 – APRIL'99

POSITION HELD: GENERAL MANAGER: SABC 24 HOURS ENTERTAINMENT SATELLITE CHANNEL

RESPONSABILITIES

- Management and be responsible for the overall performance, delivery, outreach and profitability of the new SABC 24 hours satellite channel.
- Management relations of SABC and African broadcasters in relation to broadcasting and all broadcast related issues.
- Expand the awareness of SABC in Africa and the international world.

PERIOD: JOB DESCRIPTION

Oct'95 – April'96 Acting General Manager, TV1/SABC2

Feb'95 – Sept'95 SABC Scheduling Committee, CCV/SABC

RESPONSABILITIES

- Restructure the entire SABC Television
- Recreate new schedules for all SABC television channels
- Guarantee that the schedules of the three channels are complimentary to one another.
- Guarantee viewable television.
- Create schedules that are marketable to the advertising industry.
- Guarantee that the SABC Television schedules are in compliance with the license conditions granted by IBA.
- Guarantee local content on Television.

PERIOD	JOB DESCRIPTION	EMPLOYER
July'94 – Jan'95	Research manager	CCV/SABC
Feb'94 – June'94	Brand Manager	CCV/SABC

RESPONSABILITIES

- Marketing of CCV programmes to the advertising fraternity and to the consumer.
- Responsible and accountable for generating advertising revenue for said programmes.
- Responsible for formulating and developing marketing strategies.
- Responsible for planning and implementing the largest market segment study ever done at CCV.
- Responsible and accountable for the on screen quality of programmes.

PERIOD	JOB DESCRIPTION	EMPLOYER
March'93 – Jan'94	Assistant Brand Manager	Unilever, SA
Aug'92 – Feb'93	Marketing Assistant	Unilever, SA

RESPONSABILITIES

- Marketing and Sales of Unilever's big margarine brands.
- Responsible for the quality in all aspects of these brands
- Responsible for the on shelf appearance of the brands.
- Responsible for monitoring the competitors products.