



Ms. Zindzi M Letsididi

TheNeoHub

We Start, Grow and Sustain with you

FOUNDER

Ms Zindzi Letsididi is a visionary and purpose driven leader who believes in supporting citizen economic empowerment initiatives, and youth development.

She is the Founder and Director of TheNeoHub Innovation Lab. In her role, she has the responsibility of facilitating SMMEs innovations and oversees the strategy mandate of the Innovation hub. Ms Letsididi spent time benchmarking in Kenya to understand the entrepreneurial ecosystem and innovation in that region. Furthermore, she worked as a business development consultant assisting companies with their growth strategies and process optimization. Adding to her exceptional work, in August 2020 she got appointed by The Minister of Finance and Economic Development to become one of the Board of Directors of Botswana Privatization Asset Holdings, an organization responsible to collect, receive, warehouse and ultimately dispose of shares from privatized state entities.

She went on to become a Retail Investment Specialist with Botswana Insurance Fund Management (BIFM) responsible for retail business development of corporate and individual clients. She later was appointed to a senior role within the organisation ultimately responsible for the formulation and implementation of the retail sales strategy, leading an aggressive sales team and representing the MANCO of the unit trusts business at board and CEO's reporting. At the same organisation she was recognised for her exemplary performance, work ethic, extraordinary service, and dedication by being a recipient of CEO's excellence award. Ms Letsididi is an advocate for financial literacy. She often teaches on various financial education and investment management topics to inculcate a savings culture among Batswana.

Ms. Letsididi is the founding director of Awake, Arise & Shine NGO that aims to empower young women to live a purpose-driven life marked by leadership, accountability, and societal contribution.

Qualifications

BCom Financial planning
BCom. (Hons)Business Management, majoring in Finance & Strategy
COP-Long term insurance
ACI Treasury dealing certificate