

## **Liezel van der Westhuizen Introduction**

Liezel van der Westhuizen is an award-winning international Corporate Speaker, Master of Ceremonies, and renowned Radio & Television Presenter whose formidable career spans nearly two decades. Holding an Honours and Masters degree in Communications Management, she has been mentoring Entrepreneurs, Educators, Corporate Leaders, and Writers on the art of building successful brands for over 10 years.

Following her career as a Public Relations Manager at *Virgin Records*, working alongside some of the most respected international and local musicians such as Watershed, Danny K and Mandoza; Liezel developed a keen eye on the art of curating innovative brands. As a sought-after Personal Branding Expert, she has partnered with corporates such as Apple, Playstation, Ster Kinekor and has offered 1-on-1 client coaching as well.

Liezel also has a true passion for empowering the youth through education. She has worked closely with NGOs such as *Velokhaya Life Cycle Academy* in Khayelitsha, Cape Town where she managed to donate 20 bicycles in partnership with *Pick N Pay* using the power of social media. Combining her love for sport and close desire to help underprivileged youth, like Liezel, this organisation aims to use cycling to develop champions on and off the bike.

Her hard-work and tenacity has won her multiple awards and earned various nominations throughout her dynamic career. In 2016, Liezel was awarded the SADC Regional Winner as *Africa's Most Influential Women in Business & Government*. She was also listed in the *Mail & Guardian 200 Young Influential South Africans*. Furthermore she has achieved multiple firsts, including being only the second female in the world to host *MNET's* renowned talent competition, *IDOLS*.

Amongst multiple other groundbreaking achievements that Liezel has obtained, it is her radiant personality and uncompromising determination to impact lives that truly draws audiences in.

So without any further ado, please help us welcome Liezel van der Westhuizen to the stage.