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## **Profile: Khanyi Dhlomo**

Khanyi Dhlomo is the driving force behind Ndalo Media in her dual role as Managing Director of the company and Founding Editor of DESTINY Magazine. Founded in 2007, Ndalo Media aims to establish itself as one of South Africa's leading media companies. The company is a 50:50 joint venture between Media24 (one of South Africa's leading media companies) and Khanyi Dhlomo.

Ndalo Media's first venture, DESTINY, is a high-end business and lifestyle magazine for women. DESTINY targets accomplished, stylish and intellectually curious women who are either interested in or actively engaged in business.

In addition to winning awards as a television news and lifestyle anchor, Khanyi was editor of the women's magazine, True Love, for 8 years where she not only doubled the publication's readership and circulation, but also received accolades including the AdVantage Magazine Editor of the Year Award in 2001. True Love was also voted Consumer Magazine of the Year by Advantage in 2001.

In 2003, she was named one of the most influential women in South African media by The Media magazine. Since 2003 Khanyi has been abroad, first in Paris where she was head of SA Tourism in France and then in the USA where she completed an MBA at Harvard Business School in June 2007. She is now based in South Africa.

Khanyi also holds a Bachelor of Arts Degree in Communications and Industrial Psychology from the University of South Africa (UNISA). She holds a certificate in Media Management from the University of Stellenbosch Business School and is a former Alumnus of the Year of the business school.

In 2008, Khanyi was nominated for the Vodacom Women in The Media Awards which honour remarkable women who have made tremendous strides in the media industry.

In October 2008 Khanyi launched [www.destinyconnect.com](http://www.destinyconnect.com) (DestinyConnect), a business and lifestyle online social network where DESTINY readers and other business-minded women - and men - connect, forge business relationships and inspire each other. In the seven months since its deployment, DestinyConnect has attracted more than 10 000 registered users making it one of SA's fastest-growing professional networks.

Following on Destiny's success, Ndalo Media launched DESTINY MAN in June 2009. It will be published six times a year as an alternate monthly publication and will be accompanied by an interactive business and lifestyle website to be launched in July 2009. DESTINY MAN is designed for accomplished, self-assured, affluent, stylish and business-minded South African men.

Ndalo Media also plans to launch a teen sports and lifestyle magazine and interactive website in September 2009.

Most recently Khanyi has been invited to serve on the board of the Foschini Group as a non-executive director. The Foschini Group is one of South Africa's leading listed retailers with brands such as Foschini, Markham, Donna Claire, Sterns, American Swiss, TotalSports, @Home and Fashion Express.

She also recently agreed to serve as Patron of the Orion Organisation, a therapeutic and training centre for approximately 200 people with mental, physical and intellectual disabilities based in Atlantis in the Western Cape.

