

**AN INSPIRING JOURNEY TO CHAMPION DIVERSITY AND INNOVATION**

**JOHANNESBURG, South Africa 12 February 2025:** Leaders who combine vision with adaptability are making waves, and **Phumelele Zulu** is no exception. As the Marketing Director for RS South Africa, overseeing operations across South and Sub-Saharan Africa, Phumelele is not just steering impactful marketing strategies, she is championing diversity, inclusion, and the empowerment of future leaders.

Phumelele’s rise as a young director is a story of relentless drive and groundbreaking achievements. With a BCom in Marketing Management from the University of South Africa and a BPhil Honours in Marketing from the IMM Graduate School, she established a strong academic foundation early on.

Her determination to deepen her expertise led her to earn a Postgraduate Diploma in General Management and an MBA from the Gordon Institute of Business Science. These credentials reflect her commitment to integrating marketing mastery with a broader understanding of business. But her achievements extend far beyond the classroom.

**A Career Defined by Bold Leadership**

Phumelele’s career spans multiple industries, each enriching her journey as a trailblazing marketing leader. From payments and mining services to exciting roles at Old Mutual, Eaton, and Discovery Employee Benefits, her professional path has been one of steady growth. At Eaton, she elevated the company’s reputation across Africa through targeted media campaigns, while at Discovery, she drove impactful initiatives that continue to hold personal significance for her.

Now at RS South Africa, Phumelele has embraced challenges with remarkable success. Leading one of EMEA’s most dynamic marketing teams, she has localised global strategies to resonate with regional markets, enhanced brand awareness, and driven innovation. Her efforts have solidified RS South Africa’s standing as an industry leader while inspiring her team to achieve more.

**Breaking Barriers and Building Futures**

Phumelele’s work is not just about marketing, it is about creating opportunities for others, especially women. She is a vocal advocate for mentorship, leadership development, and resilience-building for women and underrepresented groups.

“Representation matters,” she says simply. “For younger female leaders of colour, the lack of mentors in senior positions is a real challenge. I want to be part of the change by mentoring others and opening doors for them.”

As a leader in a company where 57% of executive management roles are held by women, Phumelele does not just talk about inclusion, she lives it.

**Driving the Future of Marketing**

Phumelele’s vision for marketing is as innovative as it is purposeful. She embraces trends like artificial intelligence, account-based marketing, and content personalisation to stay ahead of evolving customer expectations. For her, the future of marketing is not just about technology, it is about using it to drive meaningful connections and sustainable growth.

Her advice for aspiring women leaders is both practical and empowering: “Stay curious and adaptable. Be unapologetically yourself and surround yourself with people who inspire you. Your unique perspective is your strength – own it.”

Phumelele is not just a marketing leader; she is a changemaker, a mentor, and a champion of inclusive growth. By breaking barriers and redefining leadership, she continues to inspire those around her while leaving an indelible mark on South Africa’s marketing and business landscape.

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**About RS**

**RS is a global product and service solutions provider for industrial customers, enabling them to operate efficiently and sustainably.**

We operate in 36 markets, stock over 800,000 industrial and specialist products and list an additional five million relevant for our industrial customers, sourced from over 2,500 suppliers. This extensive range supports our customers across the industrial lifecycle of designing, building, and maintaining equipment and operations. We enhance their experience through a tailored service model, leveraging our efficient physical, digital and process infrastructure sustainably. We combine a technically led and digitally enabled approach with an exceptional team of experts; ultimately, it’s our people that make the difference.

Our purpose, making amazing happen for a better world, reflects our focus on delivering results for people planet and profit.

RS Group plc is listed on the London Stock Exchange with stock ticker RS1 and in the year ended 31 March 2024 reported revenue of £2,942 million.

For more information, please visit: [www.rsonline.co.za](http://www.rsonline.co.za)

**PR contact details:**

PR Contact Person - RS South Africa:

Princess Tlou

Communications & Content Specialist

RS South Africa

Princess.Tlou@rsgroup.com

+27 11 691 9366

Media Contact Person – NGAGE Agency:

Thobile Ndlovu

PR Account Executive

thobile@ngage.co.za

+27 11 867 7763

**Further information is available via these links:**

* LinkedIn: <https://www.linkedin.com/company/rs-south-africa>
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