

# FACULTY OF MANAGEMENT SCIENCES



## THE ADVERTISING EXECUTIVE

Joyleen is the founder and leader of Outsmart Outdoor Advertising, a marketing company specialising in unconventional and innovative outdoor advertising and media solutions.

## Joyleen Mahanetsa - Class of '92

She graduated with a marketing diploma from MUT in 1994 and founded Outsmart in 2006. Joyleen has developed a proven track record and is well respected by industry stakeholders who do business with her. She is an advocate for women empowerment and believes that women are highly capable of creating opportunities for themselves. In 2018 she presented a cheque to the MUT Vice-

Chancellor, Dr Enoch Duma Malaza, to support and develop entrepreneurial skills for a female marketing student. Those who know her well call her a 'super woman'. Her outstanding work was recognised during the MUT Women's Day celebrations in 2018 where she received a Women in Business award.