



■ AFRICA CUP OF NATIONS REVIEWED ■ LOUIS VUITTON'S AFRICA LUGGAGE CAMPAIGN ■ NIGERIA'S NGOZI OKONJO-OWEALA ■ BREAKTHROUGH FASHION MODEL ALEK WEK ■ SOUTH AFRICA'S WINE INDUSTRY ■ SKYTEAM'S GO AFRICA! ■ DRC FINANCE MINISTER MATATA PONYO MAPON ■



Managing Communications for the Developing World with Ivy Pendleton



Meet Ivy K. Pendleton. An expert in international development, public relations and marketing communications, and event organization, Pendleton is a rising star in international relations and global philanthropy. Taking on the role of "publicist" before the word even entered into common use, this young, energetic executive has built up quite the resume. Pendleton has worked with non-profit organizations, NGOs, corporations and international governments. Approaching each new business challenge with an inherent aptitude for innovation and creativity, she consistently works to drive bottom-line improvements and organizational progress. Pendleton focuses her search on executive consulting roles in health-care communications services, marketing communications and public relations, international business in developing countries, strategy-oriented philanthropy, and economic development in emerging markets. She has received recognition from international governments and organizations for her groundbreaking work in communications and executing mission-critical information systems.

In 2011, Pendleton's career was kicked into high gear. She served as Public Information Officer and spokeswoman during the historical Southern Sudan Referendum Out-of-Country Voting that determined the world's newest country, the Republic of South Sudan. Her responsibilities included: developing the USA communications and voter education program, planning and executing media initiatives, conducting on-air media interviews, resource management and standard operation procedures facilitating and developing voting events. In addition, she managed the media campaigns for the Iraq 2004 U.S. Out-of-Country voting for Iraqi expatriates living in the United States. In



2009, she managed the communications, marketing and public relations campaign for the historical Sojourner Truth Unveiling for the NCBW with the First Lady of the United States Michelle Obama, US Secretary of State Hillary Clinton, then Speaker of the US House of Representatives current Speaker of the House of Representatives John Boehner, as well as other high ranking US officials that made Sojourner Truth the first and only African American woman to have a bust in the United States Capitol.

Pendleton has managed public communications for NASA for Return to Flight and Crisis Preparedness during Hurricane Katrina, as well as several other initiatives with companies such as Time Warner, Dodge, and Fidelity Investments, all before the age of 30. Currently, she manages private equity meetings and fundraisers for Central Banks during the Annual World Bank/IMF meetings in Washington, D.C. In 2008, she produced a series of public relations events for the government of Brazil as a part of their billion-dollar tourism investment. During this time, she identified investment opportunities that produced organic growth, provided leadership in building international networks, and worked with various international women's organizations. She also advised on private sector investments for global emerging markets in Africa having built a strategic network of donors, philanthropists and funding partners.

Pendleton has been the vital link between global private equity investors and African countries. Using her communications background and recognizing the opportunity for Africa's growing industries, whether in consumer products, telecommunications, philanthropy and financial services, her ability to link investors and opportunities brings a new meaning to economic development.

This interest stems from economic growth, as well as political and economic reform, the likes of which haven't been seen on the continent in over a decade. Strong growth, a rising middle class, and limited competition for deals are said to be driving interest in private equity in Africa. Africa's GDP rose approximately 4.9% a year from 2000-2008 and is expected to grow on average about 5% over the next 10 years. These numbers, however, do not even begin to tell the story of what is to come in Africa, and that is where Pendleton comes in and leads the charge.

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