

R E M A R K A B L E

Executive: Insights and Strategy

Marla Koonin



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Marla began her working career in the Journalism and Public Relations sector and has subsequently held various senior academic, institutional research, programme development and accreditation orientated positions at various public and private higher education institutions over the last 16 years. She has served as a referee on academic journals, an external examiner for various institutions and is a programme evaluator and site panellist for the Council on Higher Education (CHE). She has published articles for mainstream media, public relations projects, academic journals and online platforms, as well as is an author of various chapters in several textbooks. Marla was the managing editor of a DHET accredited journal for eight years. She is a registered Chartered Public Relations Practitioner (CPRP) and a member of the Golden Key Honours Society. Marla holds a BA (Communication) (RAU); BA Hons (Journalism and Communication) (cum laude) (RAU); MA (Journalism) (cum laude) (UJ) and is currently completing her PhD in Organisational Communication. Marla feels passionate about the Da Vinci brand and her blood is without doubt purple.

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THE DA VINCI INSTITUTE



Responsibilities:

The Executive for Insights and Strategy, is responsible for the development and implementation of the brand strategy ensuring that the business has the strategy and competitor insight to bring the audience to life. Insights and strategy also fulfils the communication, public relations and marketing functions of the Institute and is responsible for relationships with relevant internal and external stakeholders.

If you would like to contact Marla, please contact us on +27 11 608 1331 or alternatively email marla@davinci.ac.za

