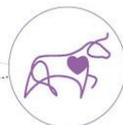


MARLA KOONIN
GROWING THE DA VINCI BRAND AS THE EXECUTIVE: INSIGHTS AND STRATEGY



Marla began her working career in the Journalism and Public Relations sectors and has subsequently held various senior academic, research, programme development and accreditation orientated positions at various public and private higher education institutions. In taking up the position of Executive: Insights and Strategy at the Da Vinci Institute in October 2018, Marla returned to her first love, which is communication and brand strategy whilst maintaining her passion for Higher Education. She has served as a referee on academic journals, an external examiner for various institutions and a programme evaluator and site panellist for the Council on Higher Education (CHE). Marla 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 a number of years. She is a registered Chartered Public Relations Practitioner (CPRP) and a member of the Golden Key Honours Society, holding 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.



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Marla feels passionate about the Da Vinci brand and her blood is without doubt purple. She says, "...I am so appreciative to the Da Vinci community for trusting me to co-create this beautiful brand alongside so many remarkable Da Vinci brand influencers."

All Davincians are encouraged to **be R E M A R K A B L E** in their unique leadership contributions to the societies, which they co create and contribute to. The REMARKABLE acronym encourages each Davincian to embrace their selection of attributes that they believe characterise their remarkability. Marla has selected the following attributes that best describe her:

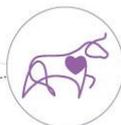
Rambunctious, **E**thical, **M**otivated, **A**ccountable, **R**espectful, **K**ooky, **A**gile, **B**old, **L**oyal **E**clectic.

Something that may surprise you about Marla is that she hones her patience by collecting and cultivating bonsai trees.

When asked about an event that has shifted her reality, Marla says that she has had many reality altering events and believes that they influence our co-created realities and communication with others, which is why that is the topic of her PhD. However, one adventure that shifted her reality was swimming in the Dead Sea in Israel, "I have always loved the quote that says nothing is impossible even the word itself says I am possible and the Dead Sea epitomises this. You go there thinking this is not possible and come out with a shifted perspective of what is possible."

One of Marla's favourite quotes is the Marianne Williamson quote popularised by Nelson Mandela titled: Our deepest fear, as it encompasses so many of her thoughts in one quote:

"Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us. We ask ourselves, Who am I to be brilliant, gorgeous, talented, fabulous? Actually, who are you not to be?... Your playing small does not serve the world. There is nothing enlightened about shrinking so that other people won't feel insecure around you.

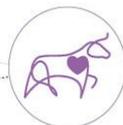


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We are all meant to shine, as children do. We were born to make manifest the glory of God that is within us. It's not just in some of us; it's in everyone. And as we let our own light shine, we unconsciously give other people permission to do the same. As we are liberated from our own fear, our presence automatically liberates others."

When all is said and done one day, Marla dreams to be remembered for being someone who left the world a little better than the way she came into it, having in some way positively impacted society and hopefully as a mother having raised a good citizen of the world.

We look forward to a long and successful journey of co-creation with you Marla!



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