

51^{of} 100
**Andronicca
Masemola**



Here to be Historic

Taking her seat at the table and opening doors for others.

After more than three decades across auditing, finance and operations, Andronicca Masemola has risen to lead Barloworld Equipment Southern Africa. For her, becoming one of the few black women CEOs in a traditionally male-dominated industry comes with a responsibility to make the path easier for those who follow.

When Andronicca Masemola was growing up, her mother taught her that she could achieve anything she set her mind to. More than three decades later, that belief has carried her through some of South Africa's most demanding professional environments and into the role of CEO of Barloworld Equipment Southern Africa.

Her career spans more than 31 years across tax, auditing, finance and operations. She became the first black African woman to lead the Office of the

Auditor-General in Gauteng, worked as a partner at a Big Four firm and later moved into commerce before joining Barloworld as Group Head of Internal Audit.

Her time in public service grounded her in governance and accountability, while the move into the private sector showed her how business could create shared value. At Barloworld, she continued to progress through the organisation, moving from Chief Operating Officer to CEO.

Barloworld Equipment supports sectors including mining, infrastructure and energy, placing her at the helm of a business closely connected to economic activity across the continent.

Andronicca believes it is a privilege and a responsibility being a black woman in her industry; that it means showing up in a way that is not merely for herself, but for every young woman watching.

That responsibility is reflected in the business. Barloworld has a 40% female representation goal, supported through succession planning, mentorship programmes and policies designed to create opportunities for women.

Her focus extends beyond gender representation. Through the Barloworld Siyakhula Incubation Hub, the business supports local SMMEs, while apprenticeship programmes provide young people with technical skills and pathways into employment.

Andronicca's own career has crossed public service and private enterprise, as well as finance, auditing, operations and executive management. For women hoping to progress in traditionally male-dominated industries, her advice is practical: understand the business, master your craft, build networks and know your worth.

Reaching the CEO's office is not where Andronicca wants her contribution to end. She wants to leave a legacy of inclusion, empowerment and sustainable growth, while using her position to build people, open doors and make the path a little wider for those coming next.

Your
story
matters

