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Tina Venter



Here to be Impactful

**Leading with purpose
while leaving a legacy:**
Creating inclusive spaces
and opportunities that
outlive her.

For Tina Venter, leadership has never been about occupying a position. It is about leaving people, organisations and communities better than she found them.

A proud South African, servant leader and passionate advocate for women's empowerment, Tina has built a career spanning more than three decades, guided by a simple but powerful philosophy: every person, community and organisation should be better because she was part of their journey. It is a principle that shapes how she leads, how she serves and how she measures impact.

Today, as Absa Group Executive: Marketing Operations, Tina brings decades of Pan-African

leadership experience to a role where strategy, people and purpose intersect. Throughout her career, she has witnessed the difference representation and inclusion can make, particularly for women and young people who need to see someone like themselves in spaces where decisions are made.

Empowering women to find their voice is central to her purpose. Whether through sport, the classroom or the boardroom, Tina believes women should be encouraged to recognise their own power and use it to create opportunities for others. Her passion extends to supporting young girls, women and fellow professionals as they navigate their ambitions, overcome barriers and discover what is possible when they are given the opportunity to thrive.

Her leadership, however, has also been shaped by profound personal experiences. Losing both her parents within less than a year changed her understanding of life, legacy and what truly matters. Their passing deepened her compassion and strengthened her commitment to kindness, reminding her that leadership is ultimately about people and the difference we make while we have the opportunity to make it.

Their legacy continues to influence the way she lives and leads. Tina believes each generation carries a responsibility to build upon the foundations laid by those before them, creating a better world for those who follow. It is a philosophy that has made mentorship, inclusion and purposeful leadership more than professional interests, they are deeply personal commitments.

Grounded in faith and guided by empathy, integrity and resilience, Tina approaches leadership with

both strength and warmth. She embodies the many dimensions of a woman who leads with purpose: mother, queen, sister, mentor and trailblazer.

Her story reminds us that leadership does not always announce itself loudly. Sometimes it is found in the woman who opens a door for another, creates space for someone else's voice, chooses kindness in difficult moments and keeps moving forward when life demands extraordinary courage.

For Tina, impact is not a destination, it is a daily responsibility and a legacy worth leaving.

**Your
story
matters**

