

19^{of} 100Dr. Tumi
Sebopa

Here to be Curious

**Building brands,
growing minds and
changing narratives:**
Greatness built through
purpose, creativity and
a love for learning.

Some people build brands that consumers love. Others build communities that inspire people to think differently. Dr. Tumi Sebopa has dedicated her career to doing both.

As Group Head of Brands at Spur Corporation, Dr. Sebopa is one of the strategic minds behind one of Africa's most recognisable restaurant brands. In an industry where consumer preferences evolve rapidly, she has helped steer brand strategy by blending creativity, customer insight and innovation to ensure that trusted household names remain relevant in an increasingly digital world. Her leadership reflects a deep understanding that successful brands are not built through advertising

alone, they are built through authentic experiences, meaningful connections and a clear sense of purpose.

Yet her influence extends well beyond the boardroom. A passionate advocate for lifelong learning, Dr. Sebopa believes that knowledge has the power to transform individuals and communities. This belief inspired her to establish the Inception Book Club, a platform that brings together readers, professionals and thought leaders to engage in meaningful conversations through literature. In a world increasingly driven by short-form content and fleeting attention, she has created a space where ideas are explored, perspectives are challenged and intellectual curiosity is celebrated.

Her commitment to learning is equally evident in her own journey. Holding a doctorate and recognised as one of the *Mail & Guardian's* Top 200 Young South Africans, Dr. Sebopa has successfully bridged the worlds of academia and corporate leadership. She continues to serve as an academic advisor while mentoring young professionals who aspire to build careers rooted in both excellence and purpose. Through her work, she demonstrates that education should never end with a qualification, it should remain a lifelong pursuit.

At the heart of Dr. Sebopa's leadership is a belief that representation matters. As a respected woman in marketing leadership, she continues to open doors for others, proving that women belong at the tables where brands, businesses and industries are shaped. She champions inclusive leadership, encourages diverse voices and inspires young women to pursue careers where creativity, strategy and innovation intersect.

Her story reminds us that the strongest brands are ultimately built by people who understand humanity. They tell stories that resonate, create spaces where people feel seen and leave a lasting impact beyond the products they sell.

Dr. Tumi exemplifies the power of combining intellect with imagination. Through every brand she nurtures, every reader she inspires and every leader she mentors, she is proving that changing narratives begins with changing minds and that lasting influence is measured not only by market share, but by the lives empowered along the way.

Your
story
matters

