

74^{of} 100Janice
Snyman

Here to be Integrating

Where marketing meets technology: Janice Snyman is helping shape the future of business growth.

With more than two decades of experience spanning marketing, data and digital transformation, Janice Snyman has built a career around understanding how technology can help businesses connect, evolve and grow.

Marketing has changed considerably over the past two decades. Data, automation, artificial intelligence and digital platforms have transformed how organisations understand their customers and build their brands. Janice has spent much of her career working at the centre of that change.

Now Managing Executive of Absa's CIB Marketing and Corporate Affairs, Janice brings more than

20 years of experience across marketing, technology, data and digital transformation. Her career has been shaped by an ability to connect these disciplines, using technology and customer insight, not simply as marketing tools, but as drivers of broader business growth.

That experience has taken her across some of the world's largest organisations. At the London Stock Exchange Group (LSEG), Janice held senior roles including Director of Marketing, Corporate Affairs & Programme Management and Global Director of Content Management.

One of her most significant undertakings was leading an ExCo-sponsored global brand transformation programme. Over two years, the programme worked to modernise and reposition a 300-year-old institution across 15 international markets and six languages.

The transformation streamlined LSEG's brand portfolio while strengthening customer experience, employer and investor branding, and creating a more unified approach to supporting future growth.

Earlier, as Regional Head of Marketing for Africa at Thomson Reuters, Janice helped transform the regional marketing function by embedding data-led decision-making, customer-centricity and modern marketing practices. Leadership roles at SAP SE and SAP Africa further developed her expertise across marketing technology, customer engagement platforms, digital ecosystems and integrated marketing.

Her interest in emerging technology has also taken her beyond the corporate environment. During a recent sabbatical, Janice co-founded Enbodie, an AI HealthTech start-up, giving her first-hand exposure to entrepreneurship and the rapidly developing possibilities of artificial intelligence.

Across each chapter of her career, the common thread has been transformation. Janice has championed technology, automation, analytics, content and customer experience as tools that can create measurable business value rather than innovation for innovation's sake.

Her journey reflects a broader shift taking place in business. Marketing is no longer a function operating on the sidelines of technology and strategy. Increasingly, the three are intertwined. By building a career across those intersections, Janice represents a generation of leaders helping organisations understand not only how to adapt to technological change, but how to turn it into meaningful growth.

Your
story
matters

