

100^{of} 100**Candice
Thurston**

Here to be Multitalented

The Africa connection: An exciting new opportunity.

In today's dynamic financial landscape, driving meaningful impact requires leaders who combine strategic vision with a deep, personal understanding of human connection. For Candice Thurston, Chief Marketing and Corporate Affairs Officer for Personal and Private Banking (PPB) Pan Africa at Absa, building a trusted brand is less about corporate messaging and more about creating real, lasting value for people across the continent.

Since joining Absa in 2023, Candice has brought a fresh, transformative perspective to the financial services sector. Prior to stepping into her role at Absa, her career was defined by her executive leadership within the beauty and lifestyle space at the Sorbet Group. As a pioneering entrepreneur and executive,

she spent years building brands centred on empowerment, self-expression, and inclusive care, notably creating spaces that celebrated diversity and boosted individual confidence.

Transitioning from beauty to pan-African banking might seem like a shift in industries, but for Candice, the core philosophy remains unchanged: leadership is ultimately about understanding people, nurturing relationships, and enabling human potential. Her rich background in consumer-centric brand building has proven invaluable as she shapes the marketing and corporate affairs strategies for Absa's Personal and Private Banking division across African markets.

"One of the reasons I am particularly excited about this role is the opportunity to work with our partners on the rest of the continent. For many South African marketers in financial services, they only get exposure to the local market; this is just so much more dynamic," she says.

In her current role, Candice leads teams with a focus on innovation, authentic storytelling, and community-driven engagement. She understands that financial empowerment is one of the most effective tools for elevating individuals, families, and businesses across Africa. By aligning strategic commercial goals with genuine social purpose, she ensures that Absa's brand presence reflects the lived experiences, aspirations, and diversity of the communities it serves.

As a dynamic female leader in South African corporate life, Candice embodies the power of leading with purpose, authenticity, and courage. Her journey illustrates how diverse cross-industry expertise can challenge traditional corporate norms and unlock bold, innovative ways of thinking. By continually championing inclusive growth and elevating the voices of those around her, Candice is helping shape a forward-looking vision for African banking – one rooted in trust, capability, and shared success.

Your
story
matters

