



PROFILE
STRATEGY AND COMMUNICATION

MARCH 2024

PRESS
OFFICE 7



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INTRODUCTION STRATEGY & COMMUNICATION

The business and institutional ecosystem has changed significantly since the turn of the millennium.

Enterprises are faced with environmental and social challenges that pose existential threats to the sustainability of their markets, ecosystems and operations.

Yet they are still required to create and account for value and significant returns to their stakeholders and shareholders in an agile and transparent manner.

Press Office 7 is a new breed of agency that rises to the challenges.

It understands the importance of strategic support and agile yet persistent communication. It knows that statements of position, impact and value creation can materially influence stakeholder and market expectations, and inward and outward revenue flows.

With knowing communication, strategic support capability, broad exposure and experience – which includes integrated reporting, ESG, impact reporting and development, sectoral & microeconomics – Press Office 7 seeks to produce communication and strategy that balances sustainability and value creation with optimum outcomes and stakeholder alignment for its clients.



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WHAT MAKES PRESS OFFICE 7 DIFFERENT

PRESS OFFICE 7 LEARNS

From learning we gain understanding. Understanding gives us the ability to develop strategy and communicate. With shared strategic interests and communication we can form alliances rooted in similar interests, and gather friends around us.

PRESS OFFICE 7 IMMERSSES ITSELF IN ECONOMIC DEVELOPMENT

Our fields of interest are development, development impact, development finance, sectoral, micro and behavioural economics, and informal enterprise and informal enterprise finance.

PRESS OFFICE 7 UNDERSTANDS ENTERPRISE

Our practical experience ranges from large financial enterprises to manufacturing enterprises, ICT, consumer brands and tourism and hospitality.

THE FIELDS IN WHICH PRESS OFFICE 7 WORKS

Although learning is a progression and never finite, we have a broad understanding and experience of the following operational fields:

Corporate communication

Corporate philosophy

Strategy formulation

Governance

Value creation & integrated reporting

Environmental, social and governance

Development and development impact

Sectoral, behavioural and micro-economics

Informal enterprise, SME development and large enterprise formation

Finance

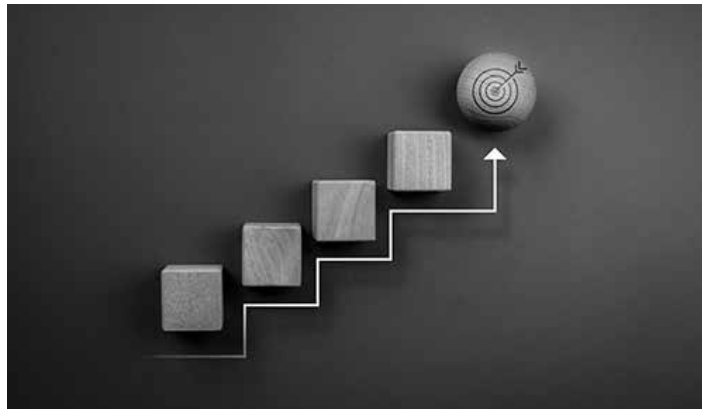
Stakeholder relationships

Risk identification and mitigation

Strategic brand management



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PRESS OFFICE 7 PROCESS

Press Office 7 recognizes that you are the expert in your field or enterprise.

We support your expertise with our own expertise.

Our process takes the following steps:

1. We investigate the industry or field, internationally, regionally and locally.
2. We absorb your understanding.
3. We listen to your needs, strategy and goals.
4. We make suggestions, then refine on the basis of your comments.
5. We develop strategy and produce communication.
6. We evolve, refine and repeat according to changing needs.

We work cooperatively alongside you, with your best interests at heart.

If it is not in your best interests, we will tell you.



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WHAT PRESS OFFICE 7 DOES

Within the parameters of our expertise, we act as consultants and give support to corporate communicators.

STRATEGIC PLANNING SUPPORT

Corporate strategy (*strategic planning and reporting*)

Purpose, vision, mission & values formulation

Governance & compliance systems

Impact investing & ESG (*outreach media and reporting media*)

OPERATIONAL STRATEGIC COMMUNICATION

Business development (*outreach media and reporting media*)

Thought leadership, knowledge-based advocacy, position pieces and opinion pieces

Publications

(*integrated, ESG, impact and specialized reports – writing and layout*)

Press release formulation, distribution and hosting
(*photography to be outsourced or provided by client*)

Rapid crisis and disaster releases

Corporate advertising, recruitment and press announcements
(*formulated for print and social media, print to be procured by clients*)

Information material (*brochure writing and design*)

Simple websites (*Wix*)

Email newsletters (*Wix*)

Simple logo and stationery design

Powerpoint presentations and animations

Infographics, graphs and charts

Social media administration (*Meta & LinkedIn, excl. X and Tiktok*)

Multimedia scripting

Communication briefs, and agency and web agency supervision

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BRANDS & MARKETING

Corporate brands

Brand-related consulting on corporate philosophy

Differentials, brand personality and brand equity platforms

Values-based brands

Product brands

Marketing plans (8P)

Knowledge-based personal brands, advocacy & position papers

WHAT PRESS OFFICE 7 OUTSOURCES

*Our outsourcing philosophy is to work in open teams with the client and service provider.
Press Office 7 recommends expert providers and acts in a managerial role.*

Research

Complex online functionality (complex websites incl. newsletters and intranets)

Complex multimedia (videos & social media reels)

App development

Studio and site photography portfolios



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KEYNOTE CVs

ADDA ANGULA

Principal (Strategy & Client Liaison & Support)

SENIOR POSITIONS HELD

Company Secretary & Head of Legal Services (Development Bank of Namibia)

Head: Governance and Reporting (Capricorn Group)

Acting Chief Compliance Officer (Capricorn Group)

Assistant Group Company Secretary (Capricorn Group)

Lecturer (UNAM)

Legal Practitioner (Sisa Namandje)

DIRECTORSHIPS

Board Member (Namibia Housing Enterprise (NHE))

Deputy Chairperson of the Board and Chairperson: Strategy and Transformation Board

Subcommittee (Namibia Students Financial Assistance Fund (NSFAF))

EDUCATION & TRAINING

Grade 12 (Delta Secondary School)

Bachelor of Laws (LLB), (University of the Western Cape, South Africa)

Master of Laws (LLM) in Human Rights and Democratization in Africa

(University of Pretoria, South Africa and Makerere University, Uganda)

Admission as Legal Practitioner of the High Court of the Republic of Namibia

Associate Member, Institute of Chartered Secretaries of Southern Africa

Certificate: Public Narrative: Leadership, Storytelling and Action (Harvard University)

Certificate: MBA Essentials (London School of Economics)

PROFESSIONAL HIGHLIGHTS

Facilitation & Convener: Panel on ESG Reporting for Public Enterprises

Consolidation of contract administration (Development Bank of Namibia)

Appointment to NSFAF Board

Appointment to NHE Board

1st Place Award in Corporate Governance CSSA Examinations

Scholarship from German Academic Exchange Service (DAAD) to pursue MA in Human Rights Law

Dean's Merit List University of the Western Cape Law Faculty

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LAINA HAKWEENDA

Principal (Operations & Internal OD Planning & Implementation)

SENIOR POSITIONS HELD

Marketing Consultant (FNB)

Brand and Communications Practitioner (Bank Windhoek)

Advertising Account Executive (Adforce)

EDUCATION & TRAINING

Grade 12 (Ongha Secondary School)

Bachelor Honours: Media Studies And Industrial Psychology (UNAM)

PROFESSIONAL HIGHLIGHTS

Development of Namibia Breweries Vigo brand (Adforce)

Development of Telecom Jiva brand (Adforce)

Namibia Training Authority relaunch (Adforce)

GoPay launch (Bank Windhoek)

ATM multi-languages initiative (Bank Windhoek)

Easywallet brand development (Bank Windhoek)

SME Banking (FNB Commercial)

Agri Banking (FNB Commercial)

Commercial Card launch (FNB Commercial)

Collect-a-Frame CSR initiative (FNB Commercial)

Corporate events management (FNB Commercial)

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PIERRE MARE

Principal (Strategy & Communication) - Windhoek

SENIOR POSITIONS HELD

Brand Marketing Specialist (Development Bank of Namibia)
Brand Strategist & Content Developer (June 21 Internet Marketing)
Brand Strategist (Headspace Brands)
Studio Manager & Agency Strategist (Advantage McCann)
Creative Director (Ogilvy & Mather)

EDUCATION & TRAINING

Matric (Concordia College)
B.Com. (Majors: Economics, Statistics, Business Economics) (UNAM / Academy)
Certificate in Principles of Public Relations (PRISA)
Brand Management (UCT | GetSmarter)
Strategic Business Management (UCT | GetSmarter)
Digital Transformation (UCT GSB | GetSmarter)
Risk Management 101 (IRMSA - Namibian Chapter)
Management EQ Coaching (Dr. Dumisani Magadlela)

PROFESSIONAL HIGHLIGHTS

Inaugural integrated report (Development Bank of Namibia)
Incorporation of artisans in youth finance facility (Development Bank of Namibia)
Development of SME Centre daughter brand (Development Bank of Namibia)
Introduction of impact reporting (Development Bank of Namibia)
Motivation of mentoring and coaching (Development Bank of Namibia)
Introduction of values and governance-based branding (Development Bank of Namibia)
Introduction of content-driven email marketing
(RFS & Benchmark, DBN, Tour Brief, OneAfrica TV)
Neopaints 'PAINT NAMIBIA' rebranding (Headspace Brands & private)
New Start HIV youth turnaround song contest (Headspace Brands)
Introduction of the small, agile branding agency form (Headspace Brands)
Incorporation of mobile devices into MTC post-paid contracts (Advantage McCann)
Introduction of SMS short-form linguistics for MTC (Advantage McCann)
Meme Mahangu brand development (Ogilvy Namibia)
Pera Jackpot brand development (Ogilvy Namibia)
Development of initial Tafel Lager brand DNA (Hothouse Advertising)
Part of team that developed Pepsi 'Afri-Can' (Hothouse Advertising)
Motivation of 'Reinheitsgebot' / 'Pure Beer' in NBL brand DNA (Hothouse Advertising)
Part of the team that developed Trade Directory (Venture Publications)
Development of radio as 'strongest medium' initiative (Lintas:Namibia)

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CONTACTS

Adda Angula | 081 - 145 6254 | clients@pressoffice7.com (AA)

Laina Hakweenda | 081 - 396 3247 | operations@pressoffice7.com (LH)

Pierre Mare | 081 - 396 9166 | contact@pressoffice7.com (LH)

REFERENCES

(AA & PM)

Martin Inkumbi
CEO (formerly DBN CEO)
GIPF
061 - 205 1111

(AA & PM)

David Nujoma
Group CEO (formerly DBN & GIPF CEO)
Capricorn Group
061 - 299 1200

(AA & PM)

Robert Eiman
CEO
Postfin / Nampost Financial Brokers
061 - 201 9311

(AA)

Gida Sekandi
Non-executive Director
Capricorn Group Ltd
081 - 124 0297

(PM)

Dr. Michael Humavindu
Deputy Executive Director
Ministry of Industrialisation, Trade
and SME Development
061 - 283 7111

(LH)

Bolle Hans
Manager: Public Sector Banking
FNB
061 - 299 7533

(LH)

Abius Akwaake
Executive Director
Adforce
061 - 237 300

(PM)

Heike Scholz
Head: Business Strategy
Development Bank of Namibia
061 - 290 8000

(PM)

Di-Anna Grobler
Stakeholder Relationship Specialist
Development Bank of Namibia
061 - 290 8000

(AA)

Essi Schimming-Chase
Judge of the High Court of Namibia
081 - 128 1924



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