

2025 Rising Stars

Emerging Marketer of the Year

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Congratulations to Our Finalists!



Liat Madinane

Liat is a 2025 Rising Star Award winner in Media and Advertising and a Marketing & Business Growth Strategist. With postgraduate qualifications in Marketing and Business Administration, she blends academic insight with hands-on experience. Combining academic excellence with real-world impact, she specialises in brand positioning, business development, and revenue growth, helping businesses scale, strengthen market visibility, and achieve long-term success.



Amy Cowell

Soon after graduating from the IMM, Amy identified a gap in the market for blending strategy with creativity. She is launching a creative marketing agency that merges strategic principles with digital aesthetics. Her mission is one of helping brands build data-driven strategies and craft visually compelling content. Amy's approach bridges insight with design, helping brands stand out in a competitive landscape.



Vusumuzi Radebe

Vusumuzi, a 26-year old emerging marketer from Soweto, is driven by creativity and data-led strategies. Skilled in social media management, content creation, and market analysis, he combines digital tools with fresh ideas to build brands and connect with audiences. With a proactive mindset and passion for continuous learning, Vusumuzi is shaping his future in marketing, one impactful campaign at a time.