



**Sonwabise Sebata**  
**PR and Communications Lead: Africa, Cisco**

Sonwabise Sebata joined the Cisco EMEAR Communications team on 1 May 2016, to lead Public Relations (PR), Executive Communications and Internal Communications for Africa. In this role, she is responsible for effectively crafting a strategic communications plan that focuses on Cisco Africa's priorities with a focus on business outcomes.

She brings extensive experience in reputation management and corporate communications spanning over 12 years. Most recently, she was a PR Director at Magna Carta, a Pan-African reputation management consulting company in South Africa, where she implemented communications strategies for blue chip clients in the financial services industry.

Sebata was also a Diplomat at the South African High Commission in New Delhi, India, and worked in Public Diplomacy at South Africa's Department of International Relations and Cooperation.

She holds a Bachelor of Arts in International Relations and Political Science from the University of the Witwatersrand and a Post Graduate Diploma in International Affairs and Diplomacy from the University of South Africa.

Sebata is a Board Director for Cisco Systems South Africa (Pty) Ltd. She forms part of the organising committee for Duke University's annual Menell Media Exchange, which invites journalists from around the world to Duke's campus for a period of study and interaction with international peers. She is also a member of The Mentorship Circle, a mentorship platform aimed at building Future Leaders.

Sebata is married and has two children.