



Kate is a well qualified, accomplished business woman. She began her career in legal then moved to financial services insurance industry. Kate has gone from strength to strength starting as a Candidate Attorney, then a Legal Advisor with Old Mutual in 2003, moving to a Business Development Manager in 2005. Her career grew markedly as she established herself first as a Regional Manager and then moved on to General Manager (Executive Management). In 2010, she took the courageous step of becoming a Franchise Director at Discovery - essentially running her own business under the Discovery umbrella.

Professionally she has been recognized as an emerging leader and businesswomen.

In 2013, she won the Oliver Young Achiever Award. In 2012 she was selected at the Top 200 South Africans by the Mail and Guardian. She was also selected as the one of the 20 on the Power list by Woman and Home for 2012. She won the Rising Star award for the finance category. In 2011, she won Top Business Women of the Year and also Top Women Executive for South Africa.



What is your present position at Discovery?

I am currently a Franchise Director at Discovery Consulting Services. I have a team of business consultants that markets Discovery's products to financial planners.

What is the title of your book, who are the intended readers of this book?

The book is titled **I INC. Be the CEO of your Brand** (available at all major bookstores and on www.katemoodley.co.za). This book is for all individuals that are "serious" about building a successful career within a corporate space or being an entrepreneur. The book explores the importance of building a powerful personal brand.

What inspired you to write the book?

I was going through a personal journey of deciding whether to follow a corporate career or being an entrepreneur. However, being privileged enough to run my own business under the flagship of Discovery soon made me realize that your personal brand was of paramount importance and not whether you are following a corporate career or being an entrepreneur.

What did you as the author think is the most important, exciting, interesting part of the book?

The power of social media in building a brand. It is a free platform available to everyone. However, it needs to be utilized appropriately as it could be extremely damaging.

Did this book give you any new ideas or discoveries about yourself?

Most definitely. I made a new network of business partners and friends as a result of this journey. It also allowed me to expand my personal brand by sharing my thoughts on how to be successful.

Do you address teams on personal branding?

Yes. I have done a number of talks at Discovery, Medswitch, Nedbank, Ernst and Young, Seeff, Prisa, Life health care and many more.

What problems do people face and how does the book help solve them?

Many people have experienced some form of brand damage and my book explores "how to recover from brand damage?"

Define your management strategy and how it has assisted in achieving your goals?

I definitely follow an owner manager culture in my business. I am an extremely focused and disciplined individual, that is self motivated which makes everything a lot easier for me. I definitely believe in leading by example.

What personal motto do you live by and would you recommend it to others?

To be the best at what I do or not to it at all and leave a legacy you can be proud off.

What do you hope will change in South Africa and how are you assisting in making that change?

My two areas of passion are education and woman empowerment in South Africa. One of my contributions has been the "Discover Yourself" initiative I started that focused on empowering women on Financial, Spiritual and Physical wellness through the Chabad. In addition, part of the proceeds of my book funds some individuals' education.

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