



**nonzero.**

**Your partners for growth in Africa**

**INTRODUCING OUR EXECUTIVE TEAM**

# FOUNDING TEAM



**TANIA HABIMANA**

**Co-Founder**  
Head of Digital Strategy  
& Program Development



**DESIREE BROUWER**

**Co-Founder**  
Head of Business Development &  
Partnerships

Founded by Rwandan Tania Habimana and Dutch Desiree Brouwer, the two entrepreneurs combined their experience in Africa and expertise in strategic marketing, media and business development to give birth to Nonzēro Africa.

## FEMALE LED & FEMALE OWNED

Part of the success of the business can be attributed to the magic that happens when women work together.



## ENTREPRENEURIAL SPIRIT



We bring can-do mentality and a hands-on approach to every individual and organization we work with.

## MEASURABLE RESULTS



Everything we do is measured against KPI's and optimized consistently, ensuring the highest ROI for our partners & clients.

## EU – AFRICA CONNECTION



Our global mindset and experience allows us to build informed bridges between Africa and the World.

## PURPOSE DRIVEN



We're committed to support those SGBs that we anticipate to make the largest positive impact on society.

## INTEGRATED CAMPAIGNS



We enjoy an integrated media approach to all our work to ensure our message inspires far and wide and we drive exposure for our beneficiaries and partners.

# Our Approach

# BIO Tania Habimana



## TANIA HABIMANA

### Co-Founder

Head of Digital Strategy  
& Program Development



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**TANIA HABIMANA** is a Rwandan entrepreneur with a passion for digital innovation and SME development in Africa. She was recently nominated as part of the Digital Female Leader Awards 2018 in the 'Global Hero' category; an initiative of the Global Digital Women network.

From driving a brands' monthly turnover from 10,000 USD to a yearly turnover of 8 Million USD in just 18 months, to leading social media campaigns attracting over 100K followers in months, Tania is a 360 digital marketer and entrepreneur, that's not afraid of being hands-on.

Her accolades have demonstrated an understanding of business and a flair for technology, and are further exemplified by her rapid ascension up the ranks from her entry-job as a digital analyst to her position as Commercial Director for Sub-Sahara Africa of the Dutch fashion label Suitsupply.

Today, Tania uses her knowledge and network to support and mentor entrepreneurs all over Africa, as the co-founder of Johannesburg-based, Nonzéro Africa, a mission-driven company focussed on building enterprise development and impact programs in Africa. The company is best-known as the creators of "Threads" – a 12-month business of fashion accelerator program in South Africa created to provide fashion entrepreneurs with access to knowledge, resources and networks to internationalize their businesses and export. The program was , founded by Nonzéro Africa and sponsored by Standard Bank and Mercedes-Benz, in collaboration with the University Cattolica of Milan.

Tania holds a number of public appointments and was selected by the European Commission as the face for the Erasmus+ 30 year anniversary, representing higher education. She was also an award beneficiary presented to her by President Tajani.

In addition to this, Tania was awarded South Africa's Brand Summit - SMME Brand Contributor of the year award for her efforts to develop the SME landscape in South Africa.

Tania is passionate about Africa's socio-economic development, and in particular believes that small business and entrepreneurs play a pivotal role in this. Through her passion and knowledge, she is often invited to participate in high-level round table discussions as well as moderate events such as the launch of the African Union's African Continental Free Trade Area Launch (AfCFTA) Business Summit event in Niamey, Niger taking place in July 2019, where Tania chaired the discussions on SME Development, as well as Youth and Women Entrepreneurship.

# BIO Desiree Brouwer



**DESIREE BROUWER**

**Co-Founder**

Head of Business Development  
& Partnerships

**DESIREE BROUWER** is a Dutch entrepreneur with 14+ years of working experience in international business development, marketing & media in emerging markets. Her involvement ranges from concept creation to fundraising to project management, working with heads of state, investment boards, bi-lateral organizations, tourism boards, top 100 CEO's, NGO's as well as media and marketing agencies in (Southeast) Europe, Asia, Middle East and Africa.

Desiree started her career as a global media consultant producing investment reports in untapped markets from Indonesia to Serbia and the UAE. Having mastered the art of cold market entry, she went on to support various organizations with their local and global expansion through her consultancy Stellar. Her working experience led her to develop a passion and expertise for nation branding initiatives as a tool to support the development and positioning of emerging companies and countries.

Between 2014 and 2016, Desiree oversaw business development in Africa for one of the continent's leading business news groups Africa Business News (representing CNBC Africa and Forbes Africa). Her role was to develop strategic and commercial partnerships with business & government in Africa and grow the companies' presence by opening new markets (a.o. Zambia, Congo Brazzaville, Equatorial Guinea, DRC).

Desiree has been living and working in Africa since 2010. Together with Tania Habimana she founded Nonzēro Africa with the mission to leverage their entrepreneurial experience and expertise in business development and strategic marketing and help SMEs and entrepreneurs in Africa grow. Today, Nonzēro Africa is a female owned, female led agency rooted in South Africa with a pan-African footprint and global client base.

In her own words:

" We are venture builders and in everything that we do we apply a Robin Hood model of redistribution, leveraging our access to network, resources, training and funding, and making this available to empower African home grown small and growing businesses "

Desiree is a strong believer in win-win partnerships and loves to connect organizations and individuals with shared beliefs because " together we can achieve so much more." She is passionate about women empowerment and an advocate for gender equality in business. Desiree gives back by providing hands-on guidance to grassroots entrepreneurs and NPO's through her signature series of Masterclasses in Business Development & Fundraising.



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