

Reflections from Michelin South Africa's new managing director

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Since taking over as the managing director for Michelin South Africa, Marcus Baffoe-Bonnie has led the business and its 10 cluster of countries, including Angola, Zambia, Zimbabwe, Botswana and Namibia among others, through major shifts that have built on the work of his predecessors.



Baffoe-Bonnie's mandate is to build a strong brand rooted in community development, a diverse high-performing team and continue to run a profitable business. He has a passion for developing high functioning teams and is a champion for diversity and inclusion at all levels of the business.

"Being part of a global mobility business steeped in innovation gives our talent access to growth opportunities all over the world. Similarly, I want to expose the world to Africa's brilliance and leverage it to build the communities within which we exist," he said.

Michelin has been actively involved in making a meaningful difference in South Africa. The team recently wrapped up phase two of its Youth Ambassador Road Safety Programme in Port Elizabeth. Baffoe-Bonnie acknowledged the importance of collaborating with the public sector saying: "We appreciate the partnership of the Red Cross Society, the Global Road Safety Partnership and the Road Traffic Management Corporation in mainstreaming a culture of safe driving."

Team Michelin will be kicking off a truck driver training programme like no other, with an advanced truck-driving training module for 30 drivers, giving them an opportunity to get employed within the industry.

Baffoe-Bonnie concluded: "The aim is to always be people-centred, build on a culture that places value on African communities while growing a profitable business."

Before taking on the role of managing director, Baffoe-Bonnie worked in sales and marketing leadership roles with

multinationals such as Whirlpool Corporation, Tempur Sealy International and Ghana's leading broadcasting group, the Multimedia Broadcasting Company. Before joining the southern Africa team, he was director of consumer and digital marketing for Africa, India and the Middle East in Dubai.

He holds a Bachelor of Science Degree in Land Economy from the Kwame Nkrumah University of Science and Technology in Ghana, and a Master's in Business Administration from Duke University in North Carolina, USA.

About Michelin

Michelin, the leading mobility company, is dedicated to enhancing its clients' mobility, sustainably; designing and distributing the most suitable tires, services and solutions for its clients' needs; providing digital services, maps and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve a variety of industries. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has more than 127,000 employees and operates 69 tyre production facilities which together produced around 200 million tyres in 2019. (www.michelin.com)

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