

KATLEGO PHOKELA

Business & Digital Transformation Leader | Product & Martech Enablement | Operational Excellence

@ mabunda.katlego@gmail.com +2771 010 1497 Johannesburg, ZA - willing to relocate
katlegophokela tinyurl.com/katlegophokela



EXPERIENCE

Senior Manager: Martech Enablement
Private and Personal Banking, Customer - Absa

Jun 2025 – Present Johannesburg

- Bridge between the campaigns' operations team and technology: gather Salesforce and Marketing Cloud enhancement requests, write user stories and BRDs, build prototypes, and submit to tech for development.
- Manage backlog prioritisation to ensure tech delivers the right items in the right order across Salesforce and Marketing Cloud.
- Run UAT on delivered features, then author SOPs, update business processes, and create user manuals to drive adoption.
- Designed a Salesforce-driven Campaign Operations platform using Salesforce Flow, replacing manual email and Excel-based capacity planning workflows.
- Built a system-assisted assignment engine using complexity-weighted workload scoring for fair capacity distribution.
- Developed real-time operational dashboards tracking SLA health, workload distribution, and campaign throughput.
- Introduced a formal QA process and embedded governance controls, including SLA pause/restart logic and structured approval workflows.
- Driving the analysis and concept design for rerun campaign automation to streamline high-volume operational workload (310–350 monthly reruns), with a focus on optimising team capacity, reducing manual dependency, and enabling improved turnaround times

Senior Business Process Optimisation Manager
Business Banking, Operations - Absa

Jan 2025 – May 2025 Johannesburg

- Managed a team of four specialists (two process engineers and two BPO consultants), providing mentorship and delivery oversight.
- Represented team outcomes at weekly ManCo forums and documented Exco status reporting on BPO initiatives.
- Led MuleSoft RPA optimisation, streamlining manual capture processes and redeploying resources to higher-value roles.
- Defined streamlined to-be processes for Collections System Decommissioning (OCS/ARMS) to enable smooth migration.
- Established product-agnostic, scalable fulfilment processes across product lines (Customer One Fulfilment Development).

Lead Process Engineer
Personal and Private Banking, Life Insurance - Absa

Apr 2022 – Dec 2024 Johannesburg

- Drove cross-functional collaboration across Claims, Robotics, Future-Fit Tech, and Service Centre to streamline workflows.
- Introduced UiPath automation for unstructured data, improving TAT by 5 minutes (from 15 to 10 minutes).
- Conducted analysis for a WhatsApp customer-interaction agent and auto-download RPA, contributing to turnaround time improvements.

LIFE PHILOSOPHY

"Do not fear failure but rather fear not trying."

MOST PROUD OF

Academic
Wits Postgraduate Merit Award; UJ Golden Key Member

Career
Absa Life Business Enablement Top Performer Award (2024)

CORE COMPETENCIES

- Vibe Coding
- Agile Delivery (SAFe PO/PM Certified)
- Process Re-engineering and Automation
- (UI Design/ Prototype)
- Stakeholder and Executive Engagement
- Product Management

LANGUAGES

- English ● ● ● ● ●
- Tsonga ● ● ● ● ●
- Setswana ● ● ● ● ●

EDUCATION

PhD Information Systems
University of South Africa
Jan 2024 – Present

Mcom IT Management
University Johannesburg
Jan 2019 – Dec 2020

Bcom Honours Information Systems
University of the Witwatersrand
Jan 2014 – Dec 2014

Bcom in Information Systems
Northwest University
Jan 2011 – Dec 2013

- Conducted a credit life time study and claims root-cause analysis, enabling measurable SLA improvements.
- Partnered with Data Science to propose a machine-learning model for claims fraud detection.
- Led process engineering input for the Future-Fit Platinum programme, aligning processes with new system architecture.
- Mentored process engineers and contributed to NextUs Innovation MLT.

Development and Recognition:

- Ignite Her Women in Leadership Cohort 2024.
- Absa Design Thinking Masterclass

Senior Process Engineer

Corporate Investment Banking, Business Process Improvements - Nedbank

📅 Oct 2021 – Apr 2022

📍 Johannesburg

- Led definition, scoping, and design of business process improvement initiatives aligned with CIB strategic framework.
- Managed Process Engineers to ensure delivery alignment with strategic goals.
- Maintained process repository in ARIS, modelled workflows using BPMN EPC, participated in monthly Process Council sessions.
- Evaluated audit findings and made recommendations for process enhancements.

Business Process Engineer

Intelligent Data and Analytics, Customer Experience - First National Bank

📅 Feb 2020 – Sep 2021

📍 Johannesburg

- Designed and optimised business processes by mapping As-Is and To-Be workflows with business stakeholders.
- Developed onboarding solution guides, BPMN process maps, and Camunda workflows to support automation.
- Designed pricing calculator and digital solution journeys to enable client self-service and faster data onboarding.
- Led process improvement initiatives including PoCs, automation scoping, and test-case definition.
- Created training content and learning journeys to support platform adoption.

Early Career

PwC| First National Bank| Absa

📅 Jan 2015 – Feb 2020

📍 Johannesburg

- Built a strong foundation in consulting (Associate at PwC), core banking systems (COBOL Developer Trainee), and process engineering within large financial services environments.

CERTIFICATIONS

- Lean Six Sigma Black Belt
- Salesforce Certified Business Analyst
- SAFe Agile Product Owner/Product Manager
- Salesforce Certified Agentforce Specialist
- Certified Operational Excellence
- She Code Africa - Product Management (completion badge)

PORTFOLIO

Product Management:

- Snuggle Tonight App
- Salesforce (Campaign Operations)

View my website below for more details

🌐 tinyurl.com/katlegophokela