

SESSION II – BLOCKCHAIN IN ENERGY

Winfred K. Mandela

SunContract



Winfred K. Mandela is the Chief Marketing Officer for SunContract. She is responsible for linking the innovations of the company's product team to the customer-focused operations of the business units to build the SunContract brand, create consumer awareness in the countries where the project is implemented and with the help of the marketing unit - drive customer preference for the brand through all channels, every day. Winfred is also an active member of the Business Development team of the project. Given the demonstrated power of big data, Winfred also oversees the leveraging of SunContract's current capabilities to help build its global brand.

Well versed in economic theories, lead generation and sales performance optimization, Winfred has previously worked in all industries thinkable – from engineering, architectural, home renovation, SAAS, construction, blockchain, healthcare, food industries, only to name a few. She has also mentored more than 400 university students in North America, Europe, Asia as well as Australia on how to start one's own business.