



Luisa Mazinter
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Luisa is the CEO of two businesses, CUBE [ON THE SQUARE] (Pty) Ltd and TheMarketingSite.com.

Luisa founded CUBE [ON THE SQUARE], a Strategic Marketing Consultancy, in 1998 with business partner Winnifred Knight. The company specialises in marketing and eBusiness strategy development, with particular focus on web, mobile and gaming implementation projects, as well as database analysis, direct and interactive marketing, CRM, ERM and Loyalty programme development.

CUBE [ON THE SQUARE] has consulted, developed interactive websites and implemented strategies and multi-channel campaigns for many top companies in South Africa.

In 1999, the partners developed an industry portal www.theMarketingSite.com, a knowledge resource focused on marketing and communications.

Luisa is Adjunct Faculty at the Gordon Institute of Business Science (GIBS), where she teaches the Marketing Planning and Customer Management Module for the Full Time MBA as well as the MBA Elective “Web 2.0 and Social Media – Marketing in a Connected World”. She runs tailored in-house training courses and workshops for companies and is regularly invited as a guest lecturer by various universities, colleges and industry associations.

Luisa completed her MBA at the Gordon Institute of Business Science in 2005. The title of her research thesis was “Measuring the Economic Value that Marketing Contributes to an Organisation”.

Luisa travels annually to the USA and UK to attend international conferences and exhibitions. She is regularly invited to judge the International Echo Awards in New York in her specialist fields of Social Media, Direct Marketing and Digital campaigns – focusing on strategy, creativity and results. The Echo Awards are recognized as the most prestigious direct and digital marketing awards world-wide.