



KOJO BAFFOE

Kojo Baffoe

Of Ghanaian/German heritage and raised in Lesotho.

Kojo has a B.Commerce (with majors in Economics, Marketing and Business Administration), being a polymath/professional 'jack of all trades', he speaks on and engages with a broad range of topics, including Understanding Media/Content in a Digital World, Re-defining Success, Identity and Fatherhood, Storytelling, amongst others.

Kojo is an entrepreneur, writer, facilitator, content architect, former magazine editor and speaker, who has worked and run businesses in a range of sectors including Retail, Management Consulting, Publishing, Events, IT and Media (Television & Print).

He was poet laureate for Gordon Institute of Business Science and has performed extensively over the years having been a part of the poetry movement, particularly in Johannesburg, in the late 90s/early 00s. This includes for corporate, arts and other events as well writing commissioned pieces for brands, campaigns and the like. He published two collections of poetry in 2005, has been published in poetry collections in the US, Brazil and Europe, has facilitated poetry workshops and ran various poetry properties.

Kojo the host/facilitator and speaker.

Kojo has facilitated, hosted and spoken at a range of events, conferences, workshops and seminars across sectors, including for Glenfiddich, Allan Gray, Old Mutual, Bisquit, Standard Bank, Microsoft, SA Tourism, FCB Johannesburg, Monash University, Weber Shandwick, Travel Indaba, Billionaire Italian Couture, Global Expo (Botswana) and Club Med, amongst others.

Some of the highlights are live conversations he had with Russell Simmons at the Destiny Forum, Jabu Mabuza, Stafford Masie, Mokena Makeka and actor and activist, Idris Elba, former Oudemeester Global Ambassador



Kojo the editor, writer and creator!

- He was founding editor of Blaque magazine, editor of Destiny Man magazine for four years and editor of Afropolitan magazine.
- He has, and continues to, write for various publications including as a columnist (2009 – 2011) for City Press' lifestyle supplement, 7, Wanted magazine, GQ Style, Mamas & Papas, Forbes Africa, TravelStart, Mama Magic Milestones and Sawubona magazine. He also blogs on his own platforms and has contributed to a number of digital magazines/platforms.
- He was part of the team that created and produced Afro Cafe (a music show), Emcee Africa (a pan- African reality music show), Making Moves (an entrepreneurial show), Zooming In On Men (a men's lifestyle show) and Zwahashu (a lifestyle show).
- He has been a judge for the Business Arts South Africa (BASA) Awards since 2010 and is currently chairperson of the judging committee. He has also judged the MTN Business App of the Year Awards, the Apple In Education Awards and Miss South Africa 2014, 2015 and 2016 as well as on the reality television show, She's The One, Seasons One (SABC3) and Season Two (ETV)

Kojo the entrepreneur

- He is a founder of Project Fable, a content design and insights consulting company where he consults on strategy, branding and marketing using content and media to amplify and build communities.
- He also consults for and with Basiq Blaque, as Chief Content Officer, an experiential events and project management company established in early 2006 to add value to the development of African society into the future through the creation of opportunities for dialogue and interaction across society.



Kojo the radio host

- Kojo is host of the Kaya FM Radio Show, Life With Kojo Baffoe, which is on air every Thursday from 20h00 to 21h00. He explores the full breadth of life and lifestyle, through conversations on everything from fatherhood, renewable energy, watchmaking, archiving and African history to freelancing, retail, theatre, cybersecurity and technology.
- Kojo lives a fluid life and he brings that fluidity, broad understanding, empathy and curiosity to everything that he engages with.



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