

Dr. Dana Gampel Biographical Profile



Dr. Dana Gampel has specialised in developing strategic responses and positions to socio-economic and political challenges for over 25 years.

Her areas of specialty include:

- Competition and how to attain **and** sustain competitive advantage
- Strategic methodologies; techniques and tools
- The energy sector globally and specifically in Africa and Southern Africa
- Political economic developments in Africa

Dana initially began her career at Wits University. She was then employed by Eskom, where she still works as the Corporate Specialist in Strategy, and also runs her own consulting business - Atum Strategy Consulting. Her contributions span the value-chain of strategic interventions: from establishing the rules of engagement (through developing policies – some of which are now legislated) to business models and strategic responses to the business environment.

Dana has been internationally peer reviewed on her innovative methodologies and is recognised locally and internationally for her work on decision making and analytical techniques. She presents at various speaking events and participates in several think-tanks on political; economic and social issues. She has mentored over 30 young professionals to date.

Her key message remains consistent: Irrespective of the sector, Southern African players have a unique opportunity to re-define the playing fields: Both in terms of the way in which the game is played and the game itself. Whether, and how we seize this opportunity will define our long term capacity to compete and sustain our successes.

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a. insight, customise, essence.