

New CEO takes the FEDHASA helm

March 2019: The Federated Hospitality Association of Southern Africa (FEDHASA) has announced the appointment of Lee Zama as its new Chief Executive Officer (CEO).

Zama, who is the first female CEO appointed at [FEDHASA](#), has taken up the position as of 1 March 2019.

FEDHASA is the body representing hospitality industry role-players, and is recognised by government as the voice for the South African hospitality industry. The association turns 70 this year.

“With this rich history, the association has consistently served its members and the industry at large. It is a great opportunity for me to drive this organisation towards an even greater future. It is a privilege that my career objectives are complementary to those of FEDHASA. I am looking forward to being of service,” Zama says.

With over 25 years of experience in senior and executive management, Zama has a wealth of knowledge in the hospitality, food and facilities services fields. She has filled a variety of leadership roles during her career, in which she has demonstrated the necessary skills to lead FEDHASA.

“We believe that we have secured the services of a talented and dynamic CEO, in Lee Zama and we look forward to Lee taking control of FEDHASA’s recently adopted strategic objectives in our drive to secure additional new and exciting benefits for all of our members,” says Jeff Rosenberg, FEDHASA National Chairperson.

“In addition, on behalf of the Board, I would like to thank our outgoing CEO, Tshifhiwa Tshivhengwa, for all that he brought to FEDHASA during his term and to wish him continued success in his new role as CEO of the Tourism Business Council of South Africa (TBCSA).” Zama aims to drive strategic objectives recently adopted by the FEDHASA board.

“These include the holistic adoption of an approach that encompasses consolidation and strengthening representation across the tourism industry and beyond, and to ensure an all-inclusive path to future growth,” Zama explains.

Zama began her career in the hospitality industry, working in operations and sales development within the catering sector, and has served on the BEECA cleaning association board.

“My recent experience serving on a cleaning association as strategic partnership committee leader, investment committee member as well as the wage negotiations committee member, has placed me in good stead in the holistic understanding of membership mandates and the serving thereof,” Zama adds.

Zama has extensive experience building and leading teams to success, and enjoys helping people towards their goals. In her free time, she is a keen golfer and avid traveller.

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About FEDHASA National:

FEDHASA is recognised and respected by government and all industry role players since 1949 as the prime representative and voice for the South African Hospitality Industry. The association aims to ensure a sustainable and profitable business environment for the Hospitality Industry as a private business sector voice.

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