Dr. Charity Ndisengei

MARKETING, BRAND & OPERATIONS EXECUTIVE · COMMERCIAL GROWTH LEADER · SPEAKER

BIO

Dr. Charity Ndisengei is an executive leader with more than 20 years across marketing, brand and operations. She builds brands that drive revenue, and the teams and systems that make that growth last.

As COO & Head of Strategy at BrandExtract in Houston, she leads the firm's commercial transformation: growing revenue 64%, shifting the business to a majority-recurring revenue model, scaling the team more than 300% and putting agentic AI to work across go-to-market, delivery and operations.

Before moving to Houston, she spent 12 years at Ogilvy in Johannesburg, where she led KFC across eight African markets and helped reverse a decade-long decline, making the region one of KFC's top five revenue markets globally. She has led brand and commercial strategy for AB InBev, Diageo, Coca-Cola, BMW, Unilever and Motorola. She holds a DBA in Marketing (Walden University) and an MBA (University of Stellenbosch).

20+
years in marketing, brand & operations

+64%
revenue growth at BrandExtract

Top 5
KFC Africa among KFC's largest global revenue markets

8
African markets led for KFC

SPEAKING TOPICS

- Navigating strategy through a customer-centric lens
- Brand as a system for commercial growth
- Turning marketing into measurable revenue
- Building the operating model for growth: teams, cadence and AI
- Lessons from leading brands across African markets

RECENT APPEARANCES

- Guest lecturer, Rice University MBA (2025)
- Roundtable host, AAF Student Conference (2024)
- Panelist, TEI Presidents' Forum of Houston
- Featured voice, BrandExtract podcast series

RECOGNITION

- Cannes Grand Prix · Effie · D&AD
- Veuve Clicquot Business Woman of the Year finalist (2018)
- KFC Chairman's Award · Sunday Times Awards
- Lantern Awards · Crystal Awards

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