

Carla Sanderson – Executive CV

Mobile: +27 (0) 83 266 7400

Location: South Africa

DOB: 17 September 1972

Marital Status: Married, two children

Profile Summary

Strategic and results-driven marketing executive with 25+ years of experience in the ICT, data centre, and digital infrastructure sectors. Currently Head of Marketing at Teraco – A Digital Realty Company, leading the marketing, communications, brand and research functions for Africa's most interconnected data centre platform. Recognised for a deep understanding of B2B technology environments, I've played a pivotal role in brand evolution, ecosystem growth, and market positioning in the data centre and telecom space.

Key Competencies

- Strategic Marketing & Brand Leadership
- Communications & PR Strategy
- Market Research & Competitive Intelligence
- Digital Marketing & SEO
- Stakeholder Engagement & Executive Communication
- Event Management & Thought Leadership
- Team Leadership & Cross-functional Collaboration

Professional Experience

• Teraco – A Digital Realty Company

Head of Marketing | Sep 2010 – Present | South Africa

- Executive leadership team member reporting directly to the CEO.
- Built and led a high-performing marketing and communications function.
- Developed and executed integrated marketing strategies aligned with growth objectives.
- Managed investor and stakeholder communications.
- Directed brand positioning, public relations, analyst relations, and thought leadership.

In addition to her role at Teraco, Carla is also responsible for the marketing function and community-building activities for NAPAfrica (www.napafrika.net), a non-profit subsidiary of Teraco. NAPAfrica is the most significant Internet Exchange Point (IXP) on the African continent, operating from Teraco's data centre facilities in Cape Town, Durban, and Johannesburg. Its founding mission is to make Internet access more accessible and affordable for Africa.

NAPAfrica offers free access to its infrastructure, charging no membership fees, port fees, or cross-connect fees, and fosters a neutral environment that does not compete with its member community. The platform enables a reliable exchange of traffic with increased routing control and improved performance, allowing enterprises, network operators, CDNs, and cloud service providers to peer locally and keep African Internet traffic within the continent.

- **Open-IX Association**

Member | Feb 2016 – December 2022

- Contributing to global standards for Internet Exchanges and data centres.

- **TransUnion Africa**

Group Marketing & Communications Manager | Apr 2010 – Sep 2010

- Led marketing strategy for Africa, including Auto and Credit Guarantee Services.
- Directed internal communications and brand alignment.

Marketing & Communications Manager | Jan 2010 – Mar 2010

- Managed PR strategy, CSI, credit industry partnerships, and brand initiatives.

- **EE Publishers (Consulting Role)**

Marketing Executive, EngineerIT | Aug 2009 – Nov 2009

- Developed marketing strategy and CRM processes.
- Expanded reach via social media.

- **EOH Group**

Group Marketing Manager | Apr 2008 – Jul 2009

- Managed corporate marketing across multiple verticals.
- Oversaw PR, brand development, and investor relations.

Marketing Manager, EOH Manufacturing Cluster | Jun 2006 – Mar 2008

- Created marketing strategies for five industrial/tech businesses.
- Established vertical-specific branding.

- **Wonderware Southern Africa / Futuristix**

Marketing Manager | Feb 2001 – May 2006

- Directed regional marketing for industrial automation software.
- Led brand transition and event strategy.

- **Various roles at Futuristix (1994 – 2001)**

- Technical Support Engineer, Sales Administrator, Company Administrator.