

KATHRYN MAIN

CEO, Financial literacy disruptor and educator, Author of "Raising Money Savvy kids" , and public speaker.



Kathryn Main speaking at the Mondato Summit Africa

If you are looking for words to describe Kathryn Main, CEO of Mainmultimedia and Money Savvy Kids, quirky, determined, visionary and masterful are just some that spring to mind. But the one that rings true in all her ventures is maverick.

A true entrepreneur, Kathryn started her first business in the beauty industry at the age of 22, with little more than a combination of dedication, honed skills and passion. It was not long before the corporate world noticed her and leaving the beauty industry, Kathryn embarked on a career in sales and marketing, quickly climbing the corporate ladder to National Sales Manager for Sawubona magazine.

It was from here that her career moved into Advertising and Marketing and she honed expert project management skills and spearheaded teams on campaigns across the country in all areas from TV & Radio through to Print, Mobile and Digital media.

With this instinctual understanding of what makes a winning campaign, Kathryn started her own full service agency in 2010. The industry sat up and took notice, and quickly partnered with Kathryn and her multimedia team on campaigns for long-term brand solutions. With work on top brands such as Jaguar, Land Rover, FNB, Vodacom, Converse, Woman's Development Bank, Flipout International and Africa Innovation Foundation, Mainmultimedia produced campaigns that delivered the goods without compromise on quality or deadlines.

It will come as no surprise that when Kathryn embarked on motherhood that her project management skills were put to the test. Being Mom to 3 boys, aged 7, 11 and 15 Kathryn rose to the challenge and yet another great idea was born - Money Savvy Kids. By harnessing all she had learnt over the years Kathryn saw the importance of ensuring children grow up with sound money savvy skills that can only come from being financially literate. You can read all about her journey in her Book: Raising Money Savvy Kids. And it did not stop at the kids! With a new joint venture with Paula Quinsee Relationship Expert Wellness Assets was created. Kathryn now brings her money savvy formula and opens it up to all in the workplace to achieve financial freedom.

Embarking on a media drive to get her powerful Money Savvy message heard, Kathryn found herself as guest speaker at events and conferences as well as on radio interviews and TV Shows like Money Web. Ever the maverick she spoke about her unique experiences, both the trials and the tribulations, and made her mark at many network engagements and acceleration forums. Along the way she has accumulated a number of accolades. A Graduate of the Lioness of Africa 2017 Acceleration program sponsored by Standard Bank and Liberty Group; nominee for the EY Entrepreneur of the Year, participant in the Cherie Blair mentorship program 2017/2018; finalist at both Fair Lady -Woman of the Future and Mondato - Summit Africa 2016 and very proudly; winner of the Margret Hirsch Women in Business 2016/2017.

Whether at speaking events or providing a spark of motivation for aspiring Entrepreneurs, or discussing customised communications solutions with Board Members, Kathryn will confidently live up to the task at hand on any of these topics:

- Marketing & Digital marketing
- Entrepreneurship
- The importance of financial literacy for kids
- Financial literacy

You can be assured that when Kathryn presents she is drawing on years of experience, not only in sales and marketing but her many successes in entrepreneurship. Her go-get attitude and topics ring with inspiration, from building a special brand, creating a powerful communication plan, to setting up a business or guiding children to financial freedom; audiences will have gained valuable insights. Her over-riding passion to ensure that all our children are equipped with sound money savvy skills is evident when she is given the chance to deliver her financial literacy message - her dedication can be felt in every word.

Kathryn Main
kathryn@wellnessassets.co.za
079 370 0601