

Howard Gabriels

Howard Gabriels is a senior consultant working mostly with clients in the public sector. He is currently Executive Director in Celemela Management Services (Pty) Limited a management consulting company.

In 2005 he was appointed as the chairperson of the South African Statistics Council by the Minister of Finance, Minister Trevor Manuel.

Howard Gabriels has a B Sc. degree from University of the Western Cape in Mathematics and Mathematical Statistics and a B. Econ (Honours) degree for Microeconomics, Macroeconomics, International Trade, Comparative Economic Systems, Theories of Social Transformation.

He was the CEO of the Association of Marketers between 2000 and 2003. He is an economist and has worked on a number of major projects in marketing strategy, communications policy. He served on the Board of Directors of the South African Advertising Research Foundation (SAARF) since 2000 and was elected as chairman in 2004 and 2005. He also served on the boards of directors of the Advertising Standards Authority and the Audit Bureau of Circulation.

Howard established a small consultancy called Lesoba Consult, specialising in marketing, communications and advertising. He has worked on a wide range of consulting assignments in management strategy, marketing, communications, economic development & regulatory policy.

In 1994 he was appointed as Special Advisor in the Office of the President (RDP Unit) and in 1996 in the Ministry of Post, Telecommunications & Broadcasting. In this capacity he worked on the privatisation of Telkom SA. In 1997 he was appointed Deputy Director General in the Department of Communications where he was responsible for the establishment and the overall management of the Postal Policy Unit in the Department. He also represented South Africa at the Universal Postal Union and the Pan African Postal Union.

He is a former trade unionist and served in various COSATU unions from 1980 until 1991. He worked in a number of NGOs in the early nineties and in 1993 he became the director of the Western Cape Economic Development Forum.