



Gugulethu  
Nkutha

# MEDIA KIT

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**MEDIA KIT**

Johannesburg • South Africa

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   @gugulethunkutha

# INTRODUCTION

Gugulethu Nkutha is a corporate marketing executive trailblazer, evangelist self-published author and musician of the standalone book **The Things She Remember** time gripping story for both young adults to grown folks that love reading storylines.

Contemporary Novel of 2018 . She also is an Executive Producer of her self debut 4 song EP album titled **After Creation**, having worked with best in the industry to produce the self debut, she also wrote the songs while she also collaborated with songwriters on the book soundtrack **One Fight** which aims to encourage anyone that feels they cannot go on in life as a result of the many trials and tribulations we face.

A dynamic Christian woman, that loves her life wholeheartedly as a woman and lives by "be on purpose and intentional in everything you do" is what she lives by daily.

She has always felt the spirit of an activist and rebel on a mission to tell the truth in setting people free in finding their real purpose of the question "why am I here?". Both her parents were activists and she was raised in a home filled with music records, books and thick with political discussions. It was in this era as the generation of pre 1994, witnessing the release of the hero Mandela, she saw the many opportunities as a result of freedom attained and environment that nurtured her perspective as a writer, and teacher. Her work has always been inspired by the writings of many African and modern writers, with the Bible as her favourite book to read, as it never gets old and uninteresting, she says,



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## CORPORATE EXEC

Brands are living breathing beings, they evolve with time

02

## FOUNDER OF JPV MINISTRY

Making God's truth known and seeing leaders become

03

## TEACHER & PHILANTHROPIST

Defining a clear voice into society-in purpose driven life

# INTRODUCTION

Gugulethu Nkutha was born & raised in the South African townships of Kwa-Thema and Tsakane in the East Rand of Johannesburg, raised by her grandmother and mother, after she had lost her father at the tender age of three years from cancer, growing up without a father and without many examples around her of what a father's love was to be. She had an encounter with God, whom she knew as a Father first, invisible yet forever present, growing up seeing all the abuse that was happening around her, she knew she had to get out and not having a father was not an excuse to not break free or follow in the footsteps of many who fell into premature death. In her journey of being in school and staying closer inside the walls of a church, she would then meet many man who took her in as a daughter and mentored her. This is where she knew that its not the lack of not having , but its in recognising care and love when its in front of you. Besides the difficult times she has had some amusing incidents in her life. She would learn the power of a present father particular in a girl chid's life after marrying her husband, she would learn the many challenges she faced, where simply resolved because of a present father, watching her daughters interacting with their father, she got to understand the emptiness she felt even when she had a step father.

There were the time she would try hard to convince herself that she didnt have to long for a love she never knew, she had a stepfather after all, but there was still a void that could never be filled no matter how much she tried, a real mother and father in a child life can never be replaced.

A mother of 2 and wife. She's a sister to many and a true activist for God & the freedom that comes with Him for his people.

This is Gugulethu - On a mission to reach & preach it.

After 17 years of being in corporate marketing, 10 year in marketing exec decisions. She has ventured into writing her first self published book accompanies with her first EP music wrapped in four dynamic songs with a soundtrack to the book titled One Fight aimed at encouraging people to look within for strenght in fighting many trials we face, some we didnt choose for ourselves.

## THE STAGES

"I've always known I am a woman of many gifts which I've been able to freely flow in, growing up knowing this has given me the opportunity to share my thoughts and be able to drive conversation with my generation about living in purpose, valuing time cause it is given and limited to us all, sensitive topics around race, gender, are some of the social ills that plague us, as we pursue freedom and eternal happiness.

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## THE AUTHOR TEACHER

Boasting a successful career as corporate executive, she takes on a new chapter in her life as she expresses intimate parts of her life, her experiences with people, and powerful encounters with God.

She began her love for writing and music in 1998 as a hidden author for short stories and leading worship in church, being one of the pioneering as a marketing trailblazer and marketing executive in corporate for South Africa's leading companies in banking, ICT and Engineering.

Her raw talents are being unleashed in a time where she feels ready and mature to embark on this journey in driving sensitive discussions which forces people to look at themselves and within for answers



[Click to Listen](#)

Thinking about the future, she says "I would like to teach and perform all over the world to impact people, to influence cultures and share my writings, music and perspective. I also want to teach and make albums that will bring people from all walks of life through the sound from my part of the world with the sounds of heaven. I am also interested in exploring production in turning my books into television short stories and movies, I am ready to do it all."

## THE MUSIC WRITER

- The album is named 'After Creation' **SABC Crown Gospel Awards three time nominated and won two of the categories for Best NewComer, and Best Outreach Community Artist (2018)**, celebrating her unleashed gifts which she has been secretly refining, 20 years of being in a journey of singing and writing in private, now its time for the work to be tested publicly. The album was recorded in Johannesburg and she made an unanimous decision to release all 4 songs that were recorded, with one song being the original score to her first published book titled "The Things She Remembered". They feel whole as a body of work captured in a unique sound and represents a new era for her.

"Music gave me an opportunity to simply explain the mind and emotions of God even of others, its a universal language, simpler than reading a book." she says. Her music travels through the sounds of church into the life pursuing message and raises the lid off those who feel as if they cannot go on. Her favourite genre today include gospel, traditional, contemporary, hip hop, rock and jazz. Through this, Gugulethu infuses the new and the old, effortlessly bridging the traditional with the modern.

# INTERVIEW Q&A

## **What is your one burning reason for doing what you do, also in writing**

I am on a mission to reach all & tell truth in its simplest forms, and this does not always mean agreeing with people but simply the ability to sit down and have a respectful conversation.

## **When and where were you born, and where did you attend school?**

August 10, 1981, it was snowing, an unusual sight in South Africa

Johannesburg East Rand, South Africa, I attended Tsakane Letsie Primary, Geluksdal Secondary and Springs Girls High where I finished my years of schooling.

## **So you a Leo?**

Well if I subscribed to star signs, yes, but I don't so born in August, but I am willing to sit down with someone that can make me understand not so much get me converted.

## **Where did you get your formal education?**

Durban University of Technology, graduated 2001

(Marketing, MBA, Mancosa), 2013

School: Letsie Primary School (Tsakane), Springs Girls High

## **Tell us about yourself in the third person?**

Gugulethu is the first of two children, raised by her grandmother and mother, her father dying from cancer at the tender age of three years. She has one brother. At the age of 17 years she moved to Durban she would find her calling of serving people through the power of speaking boldly on the Good News of Jesus Christ but in its simplest, "meeting people at their point of departure" whatever that is, it might not make sense to you but God has a clear idea of what's going on, for her it is just to teach an undiluted message, let people exercise their power of will to choose willingly so.

Married to her husband Sibusiso Nkutha, since 2009, her high school sweetheart when they met in 1997, simply to be reunited again after school. Her two daughters, Nasibu and Safwani, woman growing into a powerful world to know they can achieve whatever they set their hearts to, the only hinderance is self-becoming God over you, she would tell them. Otherwise your Daddy owns the whole world and its fullness

## **What led you to write the book on such a hard story telling?**

The many unresolved pains we numb by simply moving on with life, an evil act such as rape and murder, only time can heal it especially to anyone that survives it, this not only includes the victim only but also the perpetrator. The book simply sees to make connections of what transpires in many of our lives, as far as even relocating from the place of the act to simply forget, but nothing especially sin acted remains dormant at some point it will appear in the surface whether in anger or regret. But we have the greatest love of all which comes through redemption and forgiveness. Our acts are simply a path of crossing through this lifetime into another life. Because I don't want to forget, I wanted to write a book which will let someone like me who experienced the pain not by the acts being done to me but simply watching in a paralyzed form which saw me being unable to do anything. Today it will be said there are many man and woman who endure to live in tormenting places of relationships, marriages in what whatever or shape, and in shame they just stay, but nothing is meant to fill up space.

### **What is your intention behind the book**

I wrote this novel because I wanted to write about the redemption and forgiven which owe ourselves before we can start asking from those outsiders of us. I grew up in the shadow of apartheid where there was segregation because of this we were imprisoned in our own societies such that the police where our enemies, thus we became our own self destruction, as a child witnessing that most gruesome abuse that happened in families which became known secrets. The many domestic abuse as a result of being bound in one place, which saw our many fathers and mothers being bound to what was around them, alcohol being the driver, as I grew up, and in the last 10 years even post the apartheid era, we still see high number of crimes against children and women. Many growing up in many secrets they carry and never get to tell anyone until life faces them in the mirror and ask what have you done for me lately.

### **What did you hope to achieve to the one reading the book?**

I think firstly to read the story from its true meaning, the main character Estelle I mean her family was not the worst, and she was loved and grew up from a family which didn't have much, but that was enough for them. She had a plan about her life, she was bold strong and very opinionated, she was very bright in school. However life has a way of taking a sharp and traumatic turn, and the silent screams are just not enough to know, also the many kept family secrets that remain, to prove that no one is perfect no matter how the glass may seem shiny from the outside at some point it has to carry some kind of substance. Most importantly the route to meeting that which is above us God, when we come to a point where we have run out of options, many seek but never find, while some find but doubt. The secret is in believing that forgiveness is given it's not a privileged, its love and grace given freely.

### **Your Career to date**

Founder and CEO of Jesus Planted Vines  
Pioneer female Executive and Trailblazer in Marketing Strategy for South Africa's leading companies  
CEO of Planted Vines Music & Publishing SA  
Mentorship and Coaching program "YouthUnleashed"

### **Your most Top 10 books, top of mind**

Bible  
A thousand Splendid Suns  
Purple Hibiscus  
Why nations fall apart?  
Lean in  
One hundred years of solitude  
Things fall apart  
Thrive  
God is my CEO  
Redeeming love

### **Top Genres of Music artists while writing**

Gospel  
Jazz  
Rock  
Hip Hop  
Classic

# TESTIMONIALS FROM A FOCUS GROUP CONDUCTED WITH FRIENDS AND FAMILY

She is a dynamic woman of God

Gugulethu is spontaneous, puts God first, experience and she's not impossible because she knows the sky is the limit.

Gugu is a loving, God fearing and home maker.

She's a SISTER I never had

As a FRIEND- she will fight for you

She's able to do things without preparing because she is always ready

She's a goal orientated person and a go getter

She will rebuke you and tell you how it feels with a smile, without breaking you.

# 12 THINGS YOU MIGHT NOT KNOW ABOUT GUGULETHU NKUTHA

1. I broke long jump record in high school. I was in the A tennis team. I have more guy friends than girls. Boys are easier to have a conversation with
2. I hate cats, you couldn't pay me anything to have a cat, after one tried to chase me while in school
3. Favourite meal, fresh white roles, with butter, biltong and coke, any day!
4. I am hardly intimidated by anyone, I can walk into a room and have a conversation with whoever I want, if I choose not to its by choice
5. I value intergrity in action more than someone who claims to be honest but they fall back on their words
6. I am an ordained Evagelist Pastor but you won't know until you see me doing it. it what we do when people are not watching, gone the days of quoting, you have to live it outside of the pages.
7. I started school at the age of 5, being the youngest in class and at 21 I had bought my first present was a car, after my yellow beetle my step dad gave to me, was taken from me, not stolen, taken :- ) took it in for service and never saw the day light of it.
8. I am not afraid of death, I live knowing each day is my last to meet God, thus I am not afraid of anyone nor rejection, simply respect of others.
9. It was snowing when I was born, a rare memory in South Africa
10. I taught myself how to play piano and to swim, I then got a swimming coach to perfect my strokes
11. I can work 48hours straight without sleep if I have something that needs to get done
12. I am a loner when it comes to planning to allow me to put things in place but I execute through colloboration as I value team work, alone time is powerful in birthing ideas. I've learnt, many people are scared of silence.

# APPEARANCES & SCHOOL VISITS PRESENTATION OPTIONS:

I do high school and middle school visits all over the country. My multimedia presentations focus on my road to publication, including my varied background as marketing executive, contemporary gospel singer, public speaker, mentor and coach, my transition to fiction, and my book inspirations.

**“How Did I Get Here?” – The power of choice at a young age, being a school and sportswoman disciplinary, choosing of right friends and peers, mostly knowing what I want because my time is limited on this earth-** a PowerPoint presentation featuring video clips,

book trailers, photos, inspiration boards, and nerdy high school photos, detailing my journey from marketing executive to contemporary gospel singer to public speakers, mentor and coach, eventually, to young adult author. A great mix of humor, interaction, and engaging visuals, followed by a question and answer session.

Grades 6-12. 50 minutes.

**“The Road to Publication”** – a PowerPoint presentation featuring my road to publication, from my first completed novel to finding my voice in young adult fiction and self publishing without waiting for others to do it for me. A shorter, more streamlined talk focusing only on marketing strategy in getting your products to market, the dissappointments in writing, publishing and music industry, followed by a question and answer session.

If you are interested in booking Gugulethu for your school, library, or event, feel free to send an email or call

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## BOOKINGS

- [connect@gugulethunkutha.com](mailto:connect@gugulethunkutha.com)

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## CONNECT

[www.gugulethunkutha.com](http://www.gugulethunkutha.com)  
[connect@gugulethunkutha.com](mailto:connect@gugulethunkutha.com)

