

Ms. Lungi Morrison

Founder & Managing Director, IFÉ Consulting | Global Cultural Investment Strategist | Pan-African & Diasporic Ecosystem Builder

Ms. Lungi Morrison is a Pan-African strategist, cultural economist, and seasoned moderator whose work connects Africa's creative industries, tourism, and development sectors with global investment ecosystems. With a life and career spanning more than 12 African countries and five continents, Lungi brings a uniquely continental lens to conversations on inclusive growth, industrialisation, and Africa's future economic pathways.

Born in South Africa and raised across Nigeria, Zimbabwe, Lesotho, Botswana and beyond, with later professional chapters in New Zealand, Brasil, Oslo, London, and San Francisco, she operates with a deep understanding of how culture, policy, infrastructure, and economic opportunity intersect across the continent.



A Pan-African Lens on Global Growth

Lungi Morrison is a Pan-African strategist, cultural economist, and seasoned moderator, specialising in connecting Africa's creative industries, tourism, and social impact sectors with global investment ecosystems.

*With experience spanning 12+ African countries and five continents—including South Africa, Nigeria, Zimbabwe, Botswana, New Zealand, Brazil, Norway, the United Kingdom, and the United States, she brings a distinctly global yet deeply African perspective to inclusive growth and economic transformation. Lungi has held senior roles across both public and private sectors, including serving as UK & Ireland Country Manager for **South African Tourism**, where she led market expansion and strategic partnerships.*

*She later played a key role in corporate affairs and marketing communications for MTN during the **2010 FIFA World Cup**, contributing to one of Africa's most significant global brand moments. She is the founder of IFÉ Consulting and leads high-level engagements across investment, policy, and cultural ecosystems, positioning Africa's creative and economic potential on the global stage.*

12+ African Countries

Pan-continental experience across diverse markets and cultures

5 Continents

Global perspective bridging African expertise with international investment





Bridging Africa & Global Investment

As a moderator, Lungi is known for her incisive, intuitive style — synthesising complex issues with ease across global platforms including ILTM Africa, Portland Japanese Gardens, and BASA's So Creative Summit among others.



Intersectionality's

Macro-economic trends to cultural diplomacy and social impact



Dynamic

Grounded, future-focused, and inclusive conversations



Bridge

African expertise with global investor expectations



Creatives & Talent

Cross-continental & Diasporic access to a diverse heritage of rich creative industries.

Board roles include Lalela, African Leadership Institute's Tutu Fellows Programme, and Shared Interest NYC, strengthening Africa–U.S. collaboration and investment flow.