

Tandi Potgieter is the CEO of Icarus Media (Pty) Ltd which recently won Most Innovative Social Media and PR Company 2023 South Africa in the African Excellence Awards, Co-Director of Mrs Soweto, a Woman of Stature Woman in Media 2023 Finalist, motivational speaker, a Wife and Mom to 3 boys. Tandi is also a former Mrs South Africa Mrs Personality.

Tandi is passionate about helping women fulfil their potential. She is an active member of the community and strives to promote tourism and business in the South.

Throughout her career, Tandi has been a Buyer/ Merchandiser for Harrods in London where she was honoured to receive the Chairman's Award for Excellence. Tandi was also MD of My Print Bar (Printstagram) where they won a Gold award for innovation in the GAPP Print awards.

5 years ago, Tandi began her own Social Media Marketing Company, Icarus Media (Pty) Ltd. Icarus Media now has 4 staff members and manages the social media, influencer campaigns and marketing for 23 brands.

Some of the highlight projects was organising the re-launch celebration of the Apartheid Museum, The Annual Charity SOJO & Gold Reef City Golf Day fundraiser, the Jewels of the South Influencer Tour which hit over 1 million views across social media platforms and the Mrs Soweto Female Empowerment programme.

Her passion for life and helping others achieve success is her driving force.