

Xhanti-Lomzi Nesi Bio:

Xhanti-Lomzi Nesi, more commonly known by his surname: Nesi, joined the team at ASEM Varsity Sports in 2014.

In the 8 years with the business, Nesi has been at the forefront of the growth of the sporting codes: leading the inaugural Varsity Cricket Tournament, overseeing the 10 year expansion of Varsity Cup from 14 to 18 member universities and the exceptional growth of Varsity Women's Football from four teams to eight participating universities in standalone tournament. 12 players in the Banyana Bayana squad that won the Women's Africa Cup of Nations final were Varsity Women's Football players.

Nesi graduated from the University of Cape Town with undergraduate degree in Political Science. He served as the Club Captain for UCT Rugby, as well as the UCT Sports Council Vice-Chairman for 2009 and 2010. He was awarded prestigious UCT Merit Award by the Vice-Chancellor at Student Leadership Awards: Most Outstanding Student Leader in Sport (2010). Nesi also holds postgraduate Business Management diploma from UCT Graduate School of Business as well as an Executive Program certificate in Management Analytics from the MIT Sloan School of Management.

As a former Deputy Junior Mayor of Port Elizabeth in 2006, Nesi has keen on eye on the world politics. When away from the business of sport, he can be found immersed in an autobiography or regaling travel stories to his young son, Orlando Melisiwze Nesi.

Topic:

“Cutting above the noise- how live sport is still the best stage for amazing story telling”

At the heart of business is activity is persuasion. One must convince customers to buy your company's services or products, fans to support your teams or employees to build-out your vision. Persuasion is the art of story-telling and human-beings are wired for stories. In a world where people are faced with multiple entertainment options- how do we use story-telling in sport to engage fans, entrench our standing with life-long spectators and grow to new audiences. A case study of how Varsity Sports and Varsity Cup have successfully used storytelling to build their brands