



# PROFILE OF THE FOUNDER & LEAD CONSULTANT OF THE IMAGE FIRM



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# DORIS LESEGO MATLEJOANE

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Doris Lesego Matlejoane, Founder of **The IMAGE Firm**, is a qualified Professional Development Consultant with a distinguished background in personal branding and executive presence.

She made history as the first Black South African to be accredited by the Association of Image Consultants International (AICI) in the USA, and she also served as President of the Association of Professional Image Consultants South Africa (APICSA).

Her expertise is strengthened by a diverse academic foundation that includes qualifications in Marketing, Life Coaching, Business Management, Neuro-Linguistic Programming (NLP), and a BA Degree in Psychology.

This multidisciplinary background allows Doris to blend science, strategy, and personal experience empowering individuals to build authentic, confident, and influential professional brands.

Under her leadership, The IMAGE Firm has become a respected authority in personal and professional development across the African continent, serving clients from a wide range of industries and backgrounds.

