

Dene Botha – Bio: 2019/2020



Founder and Managing Director of “Pride Factor” in South Africa, “Inspired Youth” in Kenya/Africa and “Empowered-Youth” in the UK – Dene Botha is a self-taught entrepreneur who has dedicated the past 10 years of his life training young people on essential life-skills that bridge the gap between teenager/ adolescent and adulthood. These multimedia platforms are aimed at inspiring, guiding and mentoring young people around the globe to broaden their horizons, challenge their aspirations and ideally live their ultimate lives.

Also known for being a TV show presenter, radio personality, international motivational speaker, actor, model, extreme sports athlete, rhino activist and all round lover of life, Dene has a confident approach to life and business and has an extremely passion demeanour – The excitement is clearly demonstrated when providing insight on all and any things youth related.

Pride Factor, Inspired Youth and Empowered-Youth he believes, are a culmination of his life’s work. Presenting & performing, motivating & coaching, and an undeniable passion for the youth as a whole. He’s been working since the age of 13 y/o and his passion and determination is what has lead him and his business, Pride Factor, to become leaders within the Inspiration and Guidance industries.

Dene has the skill of presenting formal and educational content, in a cool manner with an underlying brand awareness objective.

From hosting live music festivals to commentating extreme sports events, international modelling for print and ramp, Radio show host to shooting over a hundred TV commercials and even presenting TV shows and winning several reality TV shows (Included South Africa’s Most Irresistible Man in 2011) naked sky-diving to raise money for Rhino conservation and now hosting Pride Factor content at live events, on TV, radio and digital platforms, Dene has a strong presenter presence and the ability promote a brand, work a crowd, get the energy flowing, and provide guests with relevant info... in a fun, aspirational, informative and professional manner.

Dene now hops between Cape Town, which he currently calls home, Johannesburg for work and London as the Pride Factor movement has gained interest from many leading companies, educational institutes, Government departments, overseas investors and media from all corners of the globe. Having been featured in Fast Company Magazine as one of “2018’s Most Creative People in Business” and a double page article in GQ South Africa the following month, Dene has become one of the leading authorities in anything relating to Youth Skills Development and Training.

Earlier in 2019 the company received huge interest from several international partners and Empowered-Youth was born – The UK version of Pride Factor set to improve the lives of millions of teens and students in and around the UK and abroad.

For more, please see:

Website: www.pridefactor.co.za and www.empowered-youth.com

Facebook: <https://www.facebook.com/dene.botha1>

Fan Page: <https://www.facebook.com/Dene.Botha/>

Twitter: <https://twitter.com/DeneBothaSA>

Instagram: <https://www.instagram.com/denebotha/>

Youtube: https://www.youtube.com/channel/UCSA-Jt_gMHrrhjzJ7p_JTLw

Pride Factor: 2019



Partners:

