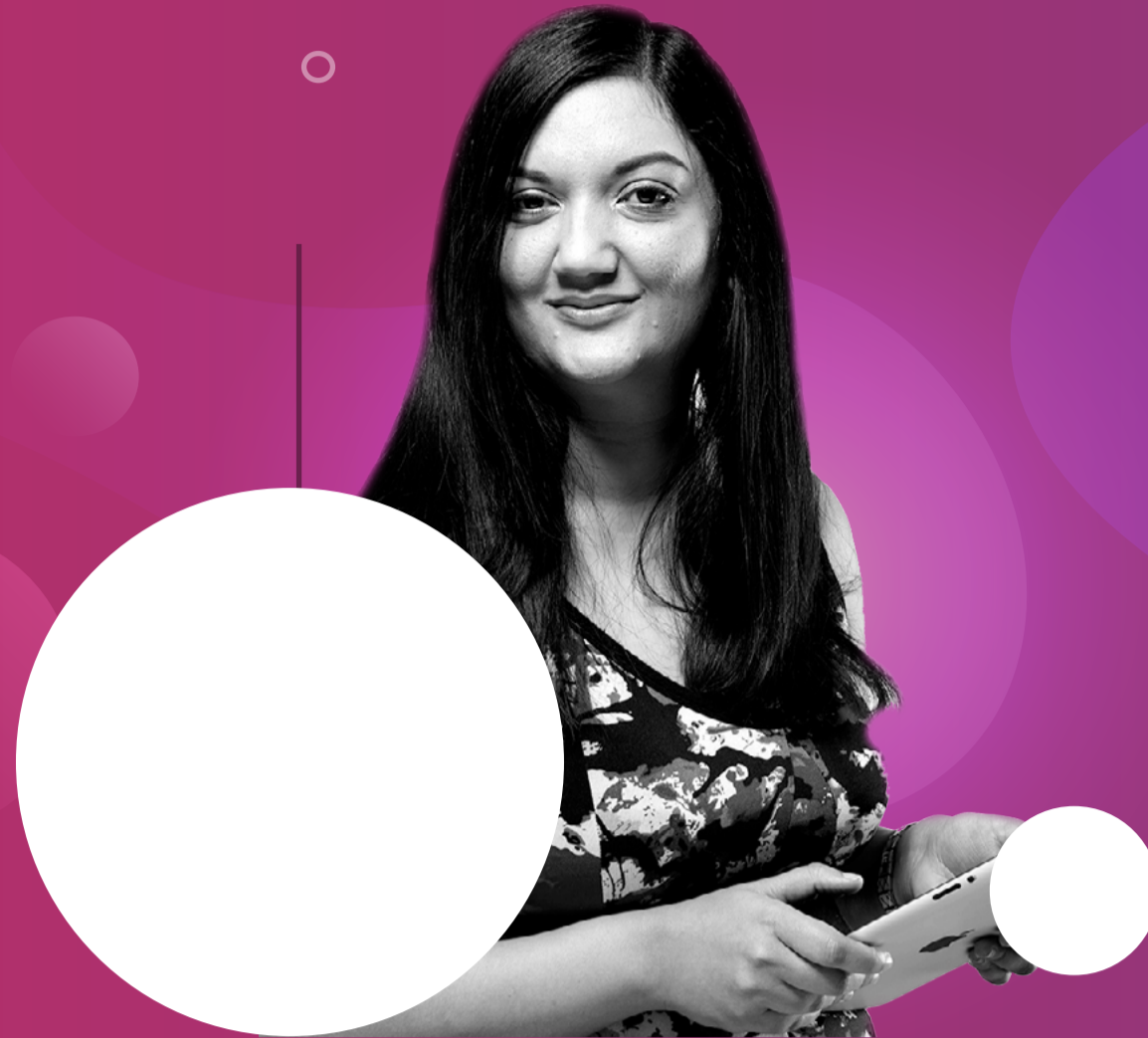


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#### **LYNETTE HUNDERMARK**

Co-Founder & Chief Product Officer, Useful and Beautiful

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An established industry expert in the digital and mobile space, Lynette is recognised as one of the top 30 most influential women in SA digital marketing, a Regional Business Woman of the Year 2018 Finalist and 2018 Female Role Model in Tech National Winner. Plus winner of numerous app development awards locally and internationally.

With over 20 years of experience in the tech sector (including various roles as a developer, business analyst, agile practitioner and product manager), Lynette has found her passion in the space leading all product management and digital initiatives for mobile app development for major brands in SA.

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