

MANAGING MEMBER, BELIEVE CONSULTING

Traci Freeman

GBS, BPO & CX Ecosystem Strategy, Market Development & Social Impact Advisor

GBS & BPO Strategy

Market & Ecosystem Development

Strategic Project Delivery

Industry Standards

Impact Sourcing & Social Impact



How I help clients

Traci helps organisations, industry bodies and destinations connect strategy, stakeholders and execution across the GBS, BPO and CX ecosystem. Her work spans market development, sector research, investment facilitation, strategic programmes, standards, events and executive engagement, with particular depth in building industry ecosystems and translating commercial growth into sustainable social impact.

Relevant sectors / geographies

GBS, BPO, CX, digital services, industry associations, trade bodies, investment promotion, philanthropy and social impact programmes, with a strong Africa and global sector focus.

Selected experience / impact

- Nearly 30 years of experience across GBS, BPO, CX, industry development and social impact.
- Participated in the establishment and growth of South Africa's national BPO sector body and in global demand-generation, research and marketing initiatives supporting the country's offshore proposition.
- Led the South African country programme for the Rockefeller Foundation Digital Jobs Africa initiative, contributing to the development and adoption of Impact Sourcing approaches.
- Introduced COPC standards into South Africa and has held national and global roles in BPS / contact centre standards development.
- Has managed local and international sector projects, research, events, awards and market-development programmes from conception through delivery.

Credentials & affiliations

Managing Member, Believe Consulting. Director, GBS Nexus. Founding Executive and Secretariat, Africa Federation of GBS Associations. Partner, CXOutsourcers. Founding Partner, THRIVE Index. Global ISO convener for ISO 18295 Customer Contact Centre Service standards. Advisory and membership roles across impact sourcing and global services organisations.

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