



Fasie Malherbe, President, Lobster Ink

Malherbe started Lobster Ink while completing his hospitality and culinary training. He is a serial entrepreneur and has started and built five businesses in the last 20 years. Lobster Ink was initially a training company for tourism in Africa. It developed into a pioneering technology platform utilizing the latest cognitive approaches and methodologies in learning science. Their end-to-end design, creation and delivery of training solutions drive operational excellence and shift behavioral dynamics within the workplace. The business has grown to service over 1 million learners in more than 130 countries.