



MDA COLLECTIVE WISDOM



**Elsie Snyman, Founder and CEO of
Industry Insight**

Elsie Snyman is the founder and chief executive officer of Industry Insight and started the organisation in 2001 with the vision to provide a holistic and fully comprehensive economic service to the South African construction sector.

After completing her BComm degree in 1990, she achieved a Microsoft award as best national achiever for her diploma in Computing, before starting her career in the construction industry with the Cement Distributors of South Africa. After the dismantlement of the cartel in 1996, Elsie joined PPC Cement as a market analyst and in 2008 accepted the position of economist at the Building Industry Federation of South Africa (BIFSA, now known as the Master Builders South Africa (MBSA)). During this time, she jointly managed the economics department of both the MBSA and the South Africa Federation for Civil Engineering Contractors (SAFCEC), while developing a unique time-series database depicting current construction activity, in association with Databuild.

In 2002 she established Industry Insight as an independent private organisation focused primarily on construction economic research. Elsie maintains her strong vision to be the preferred supplier of construction economic research in the country, and has initiated several primary research to assist clients to improve their understanding and strategic alignment with the broader construction environment. In 2014 Elsie was nominated as a finalist in the Africa's Most influential Women in Business and Government in the construction division, by the CEO Magazine.