

# Sumitomo Rubber SA CEO recognised for conscious and ethical leadership

Issued by [Sumitomo Dunlop](#)

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***Lubin Ozoux, CEO of Sumitomo Rubber South Africa (SRSA), was announced the winner of the Conscious Companies Award 2023, in the Business Category. Ozoux was one of 10 visionary finalists nominated for the prestigious award that recognises conscious and ethical leadership.***



Prof Mervyn King, Lubin Ozoux, Brenda Kali

Brenda Kali, founder and chairperson of Conscious Companies, together with Professor Mervyn King, Chairperson Emeritus of the King Committee on Corporate Governance, presented Ozoux with the Award at the Gala Ceremony event on 7 September 2023. This was the culmination of an intense three-month journey of unpacking the finalists' leadership approaches.

"It is truly humbling to be recognised as the winner of the 2023 Conscious Companies Award in the Business Category. Thank you to the wonderful team at Conscious Companies and to Joe Public United and Primeserv for affording us the opportunity to talk about why we do what we do at Sumitomo Rubber South Africa, and what motivates us to do things the right way," said Ozoux.

He added, "Any leadership role comes with great responsibility and expectation, and in the midst of several decisions to be taken concurrently, I am guided by taking the right route. This re-enforces my belief that making principled decisions no matter the popularity is the only way. It's humbling to be recognised for this, and it will be a reminder that there is always more to do. Thanks to the great team at Sumitomo and our partners, as without them none of this would be possible."

Ozoux's strong belief in doing the right thing is ingrained in his DNA, which is critical in an industry that has direct implications on people's lives. Through its tyres, SRSA is responsible for keeping millions of people safe on the roads.

"It was incredibly inspiring being in the company of South African business leaders and organisations, who lead positively and with a commitment to doing things the right way. With this positive energy running strong, I am confident that as a

collective community, we can make a bigger change for the better for all.”

During her address at the gala ceremony, Kali said, “Leaders who operate with a sense of personal ownership and collective accountability, understanding the heartbeat of the organisation and those who place humanity at the core of everything they do – are why the conscious companies awards exist. We aim to provide an opportunity for leadership to deepen their understanding of consciousness, as it is my belief that only a conscious leader shapes and defines a conscious company. The quest to uncover conscious leaders and conscious companies, has over the years become quite an adventure, as we discover a new wave of men and women who quietly go about making a meaningful difference with integrity, ethics, and courage.”

Well done and congratulations to all Conscious Company Awards nominees, finalists and winners.

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