



VALHALLA

VICTOR MALAZA

Rapper | Executive Record Producer

The Boss

www.thevalhalla.co.za



VA VICTOR MALAZA

Creative Maverick & Dynamic Performer

Victor Malaza began his journey into the entertainment world at 14, winning a school DJ contest & rapidly becoming a mainstay in Mbombela's vibrant event scene. His drive led him to co-found the hip-hop duo "Calamity" with Bazzshabazz in 2010, gaining recognition across the province & media outlets.

2011 was a pivotal year as Victor's talents were recognized by the Casterbridge Music Development Academy, leading him to join a rock band as the rapper, opening for UB40 at the Mbombela stadium that same year, aged 17. His career soared then on over the years as he toured nationally, sharing stages with icons like Vusi Mahlasela, Prime Circle, Freshly Ground, Mango Groove, The Parlotones, DILANA, and Rick Ross to name a few. After studying Event Management and Sound Engineering, Victor extended his influence into large-scale event management playing a key role in launching The Black Coffee Block Party, serving as MC for three consecutive years in Joburg.

Beyond performances, Victor has demonstrated significant business acumen across various industries. As founder and Creative Director of Blackbelt Marketing since 2019, he immaculately blends brand strategy with business strategy. His entrepreneurial spirit has also led him to run businesses in textiles, IT, FinTech, and petroleum, underscoring his broad understanding of business operations. Notably, his past roles as an ambassador for brands like Nokia highlights his ability to bridge creative endeavors with corporate success.

Today, as the head honcho of The Valhalla, Victor not only steers the company's strategic initiatives but also makes his return as a musician. He is instrumental in shaping the careers of the artists under the company's banner, continuing to influence the South African entertainment landscape with innovative vision and dynamic leadership.



VA ACCOMPLISHMENTS

- ★ **Opened for UB40** in 2011 at the Mbombela Stadium as a part of the rock band formed at the Casterbridge Music Development Academy.
- ★ Performed at & shared stages with an **esteemed list of top local & international acts** over the past 2 decades.
- ★ **Key organiser and MC** at The Black Coffee Block Party for three consecutive years.
- ★ **Executive produced** / executed various musical projects.
- ★ **Founded The Valhalla & signed:** FLVME, KLY, Dibi, KnifeBeatz, BLEEDA & JAKL.

SERVICES

- **Feature:** **Get a verse from The Boss.**
- **Executive Production:** **Curate your next project with Big Vic.**
- **Public Speaking:** **Have Vic speak at your event.**
- **Charity:** **Malaza is open to charitable causes. Connect.**
- **Consultation:** **Ascertain valued insight / guidance from Vic.**






GET IN TOUCH

THE VALHALLA OFFICE & WHATSAPP

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