



Executive Profile

Strategic transformation executive and C-suite advisor with over two decades of experience architecting enterprise-wide change programs and shaping commercial strategy across telecommunications, financial services, and manufacturing. Grounded in an engineering mindset, applying first-principles thinking, systems design, and analytical rigor to translate complex data ecosystems and AI-driven intelligence into actionable boardroom strategy with measurable commercial impact. Trusted partner to CEOs and boards, leading high-stakes negotiations, designing resilient operating models, and institutionalizing data-led decision frameworks that sustain competitive advantage.

Core Expertise

Strategy & Transformation	Data, Analytics & AI Leadership	Commercial & Operations Leadership
Enterprise Strategy & Commercial Model	Data Architecture & Governance	C-Suite Advisory & Board Engagement
Business Operating Model	Advanced Analytics & AI/ML Solutions	Global Service Delivery
Digital Innovation & Transformation	Business Intelligence & Strategic Decision-Making	Strategic Vendor & Partner Management
Strategic & Financial Modelling	Cloud Technologies & Integration	Client Relationship Management
Management Turnarounds & Business Rescue	Stakeholder Engagement	Commercial Project Leadership & P&L Impact
Organizational Design and Change Management	Executive Reporting & Intelligence Platforms	Contract Negotiation & High-Stakes Deal Leadership

Professional Experience

1. Executive Director, Business Rescue Leader | Southern African Institute of Welding (SAIW) | Apr 2025 – Current

Orchestrated the strategic turnaround of a 75-year-old national institute through an informal business rescue process, architecting systemic change across finance, operations, and governance to ensure long-term viability and sustainable growth.

- **Stabilisation Protocols:** Secured a 6-month operational buffer to execute transformation without disruption, aligning with international turnaround standards.
- **Candid Assessments:** Delivered unvarnished operational reviews that enabled informed, fact-based strategic decisions by leadership.
- **Stakeholder Engagement:** Negotiated and managed complex relationships with regulators, industry partners, and internal stakeholders to maintain credibility and momentum during transition.

2. Director of Reporting (BPO) (50 m USD turnover) | Tyme Global (USA) | May 2023 – Jan 2025 | Concurrent with SR71 Consult

Led the strategic transformation of enterprise reporting for a US-based outsourcing client, architecting scalable data ecosystems and advanced analytics platforms to drive business performance and competitive differentiation.

- **Enterprise Reporting Ecosystem Transformation:** Orchestrated full-scale migration from Excel to advanced BI ecosystem using Apache Iceberg, Apache Spark, and Power BI, eliminating month-end invoicing delays and reducing manual reporting time by 70%. Established foundation for real-time strategic intelligence and commercial agility.
- **Data Governance & Centre of Excellence:** Established Centre of Excellence for Business Reporting and implemented robust data governance protocols, ensuring metric consistency, security, and strategic alignment across global reporting structures. Positioned organization for scalable growth and regulatory compliance.
- **BPO Intelligence (400 hotel portfolio):** Pioneered integration of AI across all reporting functions, delivering 10X+ performance capability. Specialized in consolidating complex, multi-system data feeds from BPO customers into a best-in-class strategic intelligence platform that enabled executive decision-making and commercial optimisation.

3. Founder & Chief Strategy Officer, Data & Analytics | SR71 Consult | Mar 2020 – Apr 2025

Strategic advisory practice serving C-suite executives across telecommunications, financial services, and manufacturing.

3.1 Blue Label Telecoms (1.5bn USD turnover)

- **Strategic Advisory & Executive Intelligence:** Advised C-suite and board on critical investment decisions, product portfolio optimisation, and commercial strategy for Blue Label Telecoms and Cell C. Architected executive decision frameworks and financial models that shaped go-to-market strategies and capital allocation priorities.

- **Investment Decision Support:** Developed comprehensive financial modelling for new micro-lending sales channel, enabling informed investment and go-live decision scenarios that influenced strategic direction and risk management.
- **Enterprise Intelligence Transformation:** Spearheaded migration from legacy Excel-based reporting to strategic intelligence platform, reducing time-to-insight by 50% and improving data processing speeds by 90%. Established executive dashboards that enabled real-time commercial decision-making at board level.

### 3.2 Large Insurance Business (1.3bn USD turnover)

- **Risk Mitigation Strategy:** Designed and implemented enterprise-wide internal fraud detection system with integrated CI/CD pipeline for one of South Africa's largest insurance houses. Established risk intelligence framework that enabled proactive threat identification and strategic risk management.
- **Regulatory Compliance & Intelligence:** Architected automated Power BI complaints tracking system with ombud integration, ensuring regulatory compliance and providing strategic insights into customer experience trends.
- **Digital Transformation Roadmap:** Led business process mapping for enterprise systems integration, establishing foundation for digital transformation and operational excellence.

### 3.3 SA Mint (0.2bn USD turnover)

- **Supply Chain Strategy:** Architected automated Power BI supply chain intelligence platform integrated with SAP, enabling strategic visibility and decision-making across procurement, production, and distribution.
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## 4. Executive Leadership Roles (0.8bn turnover) | Cell C | Jan 2015 – Feb 2020

Held multiple executive roles, including Executive Head – Regions, Executive Head of Strategic Operations and Executive Head of Product Management, architecting business transformation through advanced analytics, AI/ML, and strategic operating model redesign.

- **Business Turnaround & Operating Model Design:** Spearheaded development of new Business Operating Model for Cell C, instrumental in saving the business through advanced business and financial modelling. Shaped strategic direction and operational framework that enabled sustainable turnaround.
  - **AI-Driven Network & Revenue Optimisation:** Established Big Data/Big Processor Lab, applying AI/ML to optimise network performance, forecast revenue, and generate strategic insights. Provided daily executive intelligence that informed critical commercial decisions and resource allocation.
  - **Strategic Outsourcing (1.3bn USD project):** Architected new network model to outsource Cell C network operations. Led high-stakes negotiations with MTN as head negotiator, structuring deal terms and commercial framework for transformational partnership.
  - **Regional Transformation Leadership:** Directed strategy and operations across 7 national regions with combined 0.8bn USD revenue. Orchestrated Western Cape turnaround, achieving 23% revenue growth within 12 months..
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## 5. Earlier Career Highlights

**Manufacturing Director, Africa** | Reckitt Benckiser | Feb 2013 – Dec 2014

Drove operational excellence strategy, reducing conversion costs by 30% and improving service levels from 85% to 97% in 4 months through strategic process redesign.

**Manufacturing Director** | PepsiCo Southern Africa | Sep 2011 – Jan 2013

Turnaround of two chronically unreliable plants, re-engineering operating models to deliver record throughput and sustained reliability.

Strategic commissioning of \$50M high-tech manufacturing facility on budget..

**Customer Services & Logistics Director** | Mondelēz International | Apr 2008 – Sep 2011

Orchestrated post-merger integration of Kraft and Cadbury supply chains across South Africa, establishing unified operating model.

**Plant Manager** | Mondelēz International (formerly Kraft Foods) | 2005 – 2008

Received 2 EMEA President's Awards for operational excellence and transformation leadership.

**Group Engineering & Production Manager** | SAB (now AB InBev) | 2000 – 2005

Established engineering excellence frameworks and production optimization strategies across multiple facilities.

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## Education & Certifications

- MSc, Packaging Technology | Brunel University, London (coursework completed), 2005
- B.Eng, Mechanical Engineering | Stellenbosch University, 1993
- Certified Data Scientist in R | Datacamp, 2019
- Certified Lean Six Sigma Green Belt
- Packaging Management Development Program, SA Breweries, 2003

- Management Development Program (MDP), UCT, 2005
- Global Advanced Emotional Intelligence and MBTI Type Programme, Vienna, 2007