

Summary

A dynamic, energetically intentional polymath with an insatiable curiosity for **transformational** & **ethical** change professionally, socially & personally.

I have enjoyed 13+ years of **global** specialized experience in **high performance** environments such as strategy consulting, investment banking, private equity, telco, digital tech & retail. Scaling to success at leading companies [Boston Consulting Group (BCG), Singular Group, HSBC Africa, Vodafone & Ziggo (Liberty Global)] across South Africa, Switzerland, UAE & the Netherlands.

A strong **entrepreneurial** mindset has ensured a proven track-record to innovatively outperform on promised customer experience, commercial ROI expectations of shareholders & impact for society. With an uncanny ability to leverage a broad range of experience in visioning, architecting, designing, value engineering & delivering on complex programmes to bring tangible impact. Digitally dexterous in developing, presenting & implementing complete end-to-end commercial, technical & cultural roadmaps.

Listed a Forbes Top60 **woman leader in technology**, I actively nurture a **collaborative** culture for cross-functional teams in matrix organisations during transformations. I bring **board diversity** & empathetically ease digital insecurities prevalent in traditional board committees & teams.

Looking to take **next step** to executive suite with an expansive, multi-domain mandate for innovation, technology & hyper-scaling growth.

Golden threads: Digital Native, Value Engineer, Transformational Architect

Timeline



Experience

Head of Digital (Digital Director), [VodafoneZiggo](#), December 2019 – current, Utrecht, Netherlands

- VodafoneZiggo is a joint venture of [Vodafone Group](#) & [Liberty Global](#) in the Netherlands, the leading telco.
- E2E Responsible to transform, grow & mobilise all customer facing digital channels & assets for both B2C & B2B.
- Accountable for the vision & delivery of all digital capabilities; with concise roadmaps & strict product lifecycle management, i.e., maintenance of legacy, identification & evaluation of innovations with related transition prudence.
- Ensure accelerated time to market, leveraging modern principles (MACH), open-source networks, smart supplier mgmt.
- Enables & supports consistency, quality & harmony in communications & brand presentation / design systems.
- Implement & cultivate agile way of work in development process, CI/CD for optimal practices, and DevOps mentality.
- Owns the investment portfolio & business outcomes of digital assets [incl. caps for e-commerce, self- service (voice / chat / language), entertainment, e-gaming, VR/AR & other modern innovations] (±€1.6bn sales rev, +25% by 2023).
- Reports to Exco Consumer Commercial Executive as Director (EVP Digital). (±€30m Opex/ Capex under mgmt.)
- Nurtures expansive ecosystems & interfaces in matrix organization, openly seeks input from various stakeholders.
- Role 20 direct reports; and 120+ indirect [11 multi-domain Product owners, 5 functional sub-units & 3 COE's including Visual design, UX (design studio), Content CMS, CRO, Data & Analytics, Development Engineering, Testing & Release MGMT; Portfolio MGMT (asset, supplier & resource mgmt.), Platform MGMT (Architecture, Infra, Security & Devops), etc]
- On target: Chief Digital Officer

Venture Investment Advisor at [Calibre Capital](#), May 2019 – ongoing, Pretoria, South Africa

- Calibre is an independent, highly respected private equity investment company, active within a range of industries.
- Scout, foster & ensure strategic value enhancement from (alternative) growth venture opportunities into the portfolio.
- Ventures explored; vegan baking tech, organic skincare app, peer-to-peer delivery & payment cart, plastic-free shopping.

Experience Continued

Founder & Chief Executive Officer, [Empty Trips](#), January 2017 – September 2019, Johannesburg, South Africa

- Ideated, designed & developed an enterprise (B2B) freight marketplace software solution which leverages spatial directional algorithms with real time analytics, machine learning & automation to better match empty spaces to cargo.
- As the founder - the role was dynamic, demanding & fulfilling. Responsibilities E2E from product design (model, tech architecture), legal structuring, cyber security, compliance, IP-offshoring, rapid multi-supplier identification/integration, open-source acceleration, adaptive go-to-market planning, organisational growth, instilling a performance-driven SAFE culture, media/ PR, financial engineering (VC- backed), board governance, deal negotiation etc.
- Successfully innovated the business model & solution with an *additional platform* for revenue diversification. Ideated, designed & developed the solution named Surefox; now [SureCargo](#). Native solution for underwriters - offers insurance to commercial customers/ brokers instantly, transforming manual traditional facultative service to a multi- channel automated simple solution based on MACH principles. IP exited to Santova B.V. Apr'19.
- EmptyTrips exit via asset & IP sale to Vector Logistics part of [Remgro](#), a diversified investment company – close Sep'19.

Founder & Strategic Architect, [Seedpitch Advisory](#), November 2016 – April 2019, Johannesburg, South Africa

- Advisory using alternative frameworks, data analytics & behavioral science for strategic planning & value engineering.
- Entity created to bootstrap startup Empty Trips until VC raise completed November'2018. *Remain advisor; ad-hoc.*
- Ability to position frameworks, orchestrate teams & originate workable interim structures to achieve fast results.
- *Example projects:* Revolutionary mobile in-store lending app for leading micro-finance credit provider - (active) prototype all built through a UI/UX studio of an opensource digital factory in Kenya, portfolio model developed for real-time insight into tracking multi-billion commercial property development projects of Saudi Family office.

Senior Project Manager, [Singular Group](#), March 2016 – November 2016, Dubai, United Arab Emirates

- Singular is an international strategy & investment consulting company across industries known for innovation.
- Largely focused on strategic value engineering from M&A, joint ventures, start-up tech or synergistic partnerships.
- Example projects: Led a complex multi-country asset portfolio divestment programme of an industrial group, redefinition of respective asset management (lifecycle) strategies, designed "Innovation Delta" framework for Exxaro.

Senior Consultant, [The Boston Consulting Group](#) (BCG), October 2012 - February 2016, Johannesburg, South Africa

- BCG is one of the leading top-tier management strategy consulting firms of the world across all sectors.
- Projects managed: Operating model redesign of commodity trader, organizational restructuring & workforce planning of SOE, cost optimisation & process re-engineering of diamond MineCo, turnaround of development bank, M&A FMCG.
- A comprehensive role demanding analytical finesse, presentation excellence, complex multi-stakeholder management expertise, dedication, ability to work independently, whilst ensuring consistent measurable impact for clients.

Project Manager Africa Infrastructure, [World Economic Forum](#), June 2014 – June 2015, Geneva, Switzerland

- Seconded from BCG to facilitate acceleration of the Programme for Infrastructure Development in Africa (PIDA - NEPAD).
- The role focused on the \$5.5bn Central Rail Corridor managing a 50+ business working group (Private, NGO & gov).
- Enabled the conclusion of a tri-partite agreement, alongside clear tooling for project selection for value investing.

Corporate Finance Analyst, [HSBC Africa](#), November 2011 – October 2012, Johannesburg, South Africa

- HSBC Africa is the African head office of the international bank, focusing on corporate & investment banking only.
- Quantitative & qualitative analysis of corporate portfolio; worked directly with deal makers for origination & valuations.
- Received global recognition for a scenario-based automated covenant trigger model developed.

***October 2010 – October 2011, completing second Masters' degree in Germany*

Marine Risk Consultant, [Hollard Insurance](#) (Etana), November 2008 – September 2010, Johannesburg, South Africa

- International marine risk underwriting to enable the African transport book growth from 0 to ZAR500m in 18 months.
- Coordinated complex insurance negotiations, grew experience in customized insurance, risk mgmt, & claim adjudication.

Recognitions

- [Google](#) [Benji Coetzee](#)
- **Key awards:** [Tech Excellence award](#) IITPSA, [Forbes top 60](#) women technologists, [Frost&Sullivan](#) innovation of year.
- **Speaker:** Eloquent influencer internally & publicly (radio shows, university lectures, conferences), RMB [Solutionist](#) thinker on 702 radio; challenger on [CNBC](#) news; keynotes at [World Congress](#) Oman & others.
- **Writer:** Publications & [blogs](#) on transformation, technology innovation & personal effectiveness; [Democratise rail & make it great again](#), [A Principled Approach IPPF's WEF](#), [Dark Ambition Syndrome](#) by Women2.0 New York.

Education

- Master of Law (LLM) Finance, [Institute of Law & Finance](#), Goethe University, 2010 – 2011, Germany.
- Master of Philosophy (MPhil) Maritime Economics, [University of Stellenbosch](#), 2008 – 2009, South Africa.
- Bachelor of Commerce (BCom) Financial Management, [University of Stellenbosch](#), 2005 – 2007, South Africa.

Other

- Positive Psychology, University of Pennsylvania, 2021.
- Diploma Neuropsychology, Centre of Excellence, 2021, United Kingdom (CMA registered).
- Diploma Nudging & Behavioural Insights, [INudgeYou](#) – Applied Behavioural Science Group, 2020, Denmark.
- Certified ScrumMaster®; expires 9.10.2021.
- Exponential Executive Programme, [Singularity University](#), 2019, United States of America.
- Behavioural Economics, [Johannesburg Business School](#), University of Johannesburg, 2019, South Africa.

Personal

- **Languages:** Native English (eloquent communicator) & fluent Afrikaans, basic (learning) Dutch.
- **Personality attributes:** Passionate, progressive, energetic, humble, empathetic, committed.
- **Top skills:** Design, Visualization, Communication, Problem Solving, Decision-making, Negotiation, Value Engineering.
- **Hobbies:** Competitive dressage riding, reading ([booklist](#)), writing ([blog](#)), psychology, seeing & tasting the world.
- **Personal:** South African citizen, Netherlands – Dutch resident, Female, 35 years old.