

## Summary

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

I have enjoyed 13+ years of **global** professional experience in **high performance** environments such as strategy consulting, investment banking, private equity, telco & digital tech 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 with proven track-record to outperform on promised ROI expectations of shareholders. An uncanny ability to leverage a broad range of experience in visioning, architecting, designing & delivering on complex programmes to bring tangible value. 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 hybrid integrations. I bring **board diversity** & empathetically ease digital insecurities prevalent in traditional board committees.

Looking to take **next step** of an executive role with multi-domain mandate for business transformation & hyper-scaling growth.

**Golden threads:** Digital Native, Value Engineer, Transformational Architect

## Timeline



## Experience

### Tribe Lead Digital Channels (Digital Director), [VodafoneZiggo](#), December 2019 – current, Utrecht, Netherlands

- VodafoneZiggo is a joint venture of [Vodafone Group](#) & [Liberty Global](#) in the Netherlands, the leading telco.
- Transformed, grew & stabilised the digital department (120+), with E2E responsibility of all digital channels & assets.
- Defined the long-term vision of digital offerings with concise roadmaps & product lifecycle decisions, i.e., identification & evaluation of internal digital capabilities, innovations & external opportunities for B2C & B2B.
- Conceptualized & implemented cloud migration & content management project in first 8 months = ±3€m p.a. savings.
- Ensures predictable time to market embracing agile way of work, nurtures expansive ecosystems & interfaces.
- Owns the investment portfolio, with digital asset life cycle management with business outcomes of the digital channels. (Digital contributes ±35% of €4bn sales revenue, cost saving for self-service with ±150k calls reduced p.a, high ROI given Capex ±15m & asset lifecycle management, budget mgmt. Opex 18m).
- ±21 direct reports; 120+ fte [12+ squads, 87+ apps, 5 Chapters; Visual design, Content editing, CRO, DCAT& Analytics, Development, Testing & Release MGMT, 3 CoE's; Portfolio MGMT, Platform MGMT (Architecture & Devops), UX.]

### 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.
- Responsible to identify, analyse, foster & ensure strategic value enhancement from (alternative) growth ventures.
- Ventures explored; vegan baking, organic skincare, peer-to-peer delivery technology, plastic-free grocery concept.

**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 to better match empty spaces to cargo.
- As the founder - the role was dynamic, demanding & fulfilling. Responsibilities are E2E product design, go-to-market launch, organisational growth, team culture, financial engineering & deal management etc.
- Successfully innovated the business model & solution with an additional platform for revenue diversification. Ideated, designed & developed with efficient standardised frameworks (Kubernetes, API etc) named Surefox; now [SureCargo](#). This native solution for underwriters offers insurance to commercial customers/ brokers instantly, transforming manual traditional facultative service to a multi- channel automated simple solution. Asset & 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 capital 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, resulted in business model innovation, (active) prototype all built through a UI/UX studio of an opensource digital factory, portfolio prioritisation model developed for multi-billion commercial property portfolio 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.
- Largely focused on strategic value engineering from M&A, joint ventures 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.

**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 value investment selection.

**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.
- Actively managed a large portfolio of clients across Resources (Gold), Telecoms, Chemicals, Retail & FMCG.

*\*\*\* references from all employers readily available on request*

- [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.

- 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.
- 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.

Other

- **Languages:** Native English (eloquent communicator) & fluent Afrikaans, basic Dutch.
- **Personality attributes:** Passionate, empathetic, energetic, humble, committed.
- **Hobbies:** Competitive dressage riding, reading ([booklist](#)), writing ([blog](#)), psychology, seeing & tasting the world.
- **Personal:** South African citizen, Netherlands – Dutch resident, Female, 35 years old.