

# Andrew Millar

Business Developer

## Experience

- 2016 – Present**      **Founder MiceMaster Enterprise Software**  
Enterprise software for the procurement, management and financial control of large corporate Meetings, Incentives, Groups & Event budgets; MICE. An industry first, the system delivers transparency, policy compliance and cost-containment. Oversee development team, Nedbank implementation, pivoting software and sales.
- 2014 – 2016**      **MD Moonshine Run Digital Agency**  
Founded the agency and built a respected digital team and clientele list, including but not limited to airlines, banks, travel companies, and associations. The agency profits part-funded MiceMaster's R6,7 million personal investment.
- 2007 – 2013**      **Shareholder Wassp Digital**  
Invested in an ailing traditional ad agency and migrated it to a strategic marketing & digital advertising business. Responsibilities included sales, strategy development and marketing. Developed VW & Audi portal. Built tour operator back, mid & front end system, transforming the client into the market leader.
- Previous Positions**      **Marketing Director Tourvest Outbound**  
Largest travel & tourism business in Africa; R3 billion annual turnover outbound sector. Dual role as coastal sales director.  
Designed and managed all web-based systems, including travel.co.za, private fare databases, leisure, groups and corporate portals. Conceptualised the division 3,500 sqm travel centre.  
Brand custodian of American Express, Seekers Travel & 6 other brands. Built the in-house ad agency for speed and cost savings.
- MD lastminute.com**  
Appointed as the 3rd MD of the global OTA South African business; and Imperial Group company, I reported to Carol Scott, CEO of Imperial Group Tourism.  
Grew the business from a loss-making R4 million per annum to profitability
- Director Holiday Tours / Sold shareholding to Comair (Pty) Ltd**  
Built & sourced all web-based platforms while managing the group's brands, marketing & advertising.

## References

*Andre Geldenhuys - Former Board Member Tourvest. Tel +27 82 610 0579*  
*Gavin Simpson – CEO Holiday Holdings. Tel +27 82 553 5889*  
*Otto de Vries – CEO Asata. Tel: +27 76 140 7005*

## Personal Information

### Phone

082 610 0579

### Email

andrew@micemasterglobal.com

### LinkedIn

<https://www.linkedin.com/in/andrew-millar-15371423/>

## Skills Rating

● ● ● ● ●  
Business Strategy

● ● ● ● ●  
Systems Design

● ● ● ● ●  
Ecommerce & Online Marketing

● ● ● ● ●  
Management Skills

● ● ● ● ●  
Statistical Analysis

● ● ● ● ●  
Marketing & Advertising

## Professional

Institute of Directors

## Psychometrics

● ● ● ● ●  
Analytical

● ● ● ● ●  
Numerical Reasoning

● ● ● ● ●  
Diagrammatic Reasoning

● ● ● ● ●  
Creativity

● ● ● ● ●  
Left & Right Brained

# Andrew J Millar

## Personal Info

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|----------------------------|--|
| <b>Key Points</b>          | Married<br>58 years old<br>92% Scots, 3% Irish, 5% Northern European (recent DNA test).<br>Residing in Durbanville, Cape Town. |
| <b>Work Preference</b>     | Part-time or full time.<br>Preferably with partial or full remote working.   |
| <b>Education</b>           | UK – 7 ‘O-level’ passes, 1 “A-level pass”.   |
| <b>Personal Highlights</b> | Published 2 books, one photographic, busy with 3 <sup>rd</sup> publication.  |
| <b>Attitude</b>            | Entrenched, corporate personnel frequently lack vision, creativity or ability to adapt business models. Digital or die.        |
| <b>Languages</b>           | English & Spanish  |

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