

## Mr. Booyens

**NATIONALITY:** South African

### SUMMARY

- Advanced mathematic principles, including margins, mark-ups, accruals
- Understanding of fungicide and/or insecticide sales and uses in agricultural production
- Understanding of and relationships in the Ag- Chem. distribution channels
- Microsoft suite of programs including, Word, Excel, PowerPoint, Outlook and Adobe
- Experience within agriculture (including distribution, crop cycles, common diseases and pesticide usage)

### EDUCATION

- **Canterbury University** /Post graduate  
Masters in Business Administration (MBA), 2001  
Majors Marketing Management
- **University of the Orange Free State**  
Bachelors degree in Agriculture (B Agric)  
Majors Agronomy  
Animal Husbandry

### EMPLOYMENT RECORD/PROFESSIONAL EXPERIENCE

- Current Position:  
**Managing Director/Project Manager /Agricultural Consultant – Self employed**
  - National Sales and Marketing Management Consultant for a Local Biological Company in South Africa and before that working for Becker Underwood in Africa and Africa
  - Distribution Agencies for Monsanto Seed / Pannar Seed / Nulandis Agrochemicals
  - Advising Commercial farmers and Upcoming Black farmers in Agricultural Development Projects
  - Agrochemical and Biological Product Specialist - Working towards Green Food Production for sustainable Agriculture

- Previous Positions

**AFGRI and TWK – As Project Manager / Contractor (2006 – 2010)**

- Project Management Consultant
- BEE Strategy in agribusiness
- BEE Assessment and development in agriculture
- Negotiations with Government, and Financial Institutions for Financing and / or Funding for BEE Projects
- Identification of BEE projects
- Management of BEE projects
- Drafting of contracts for BEE projects in conjunction with legal department and attorneys
- Contractor Identification
- Hedging on SAFEX ( Together with big Trading Companies
- Budgeting and control of Budgets
- Commodity procurement
- Commercial farming
- Valuation guidelines for commercial agriculture
- Compiling Business Plans and Cash Flo's

**Sales and Marketing Manager Distribution Company**

Technetium ( 2002 -2 0 0 6 )

- Sales and Marketing Manager
- Area/ Region Development / Agent Training / Liaise with Multi National Companies
- Product Support / Budgeting /Total Area Management/Profit and Loss
- Implementation of Company Strategies
- Evaluate guidelines for commercial agriculture
- Company Assessment and development
- Position Started as Regional Sales Manager and become National

**Sales Manager at Monsanto Head Office (1996to 2002)**

- Formulating agrochemical and Marketing strategies
- National growth of Sales and marketing
- Risk management / bad debt



- Appointment of Distributors to grow Market share
- Training of Distributors and Agents
- Co - coordinating within the Company
- Budgeting and control of budgets of the Agrochemical department
- National valuation and evaluation of Agricultural properties
- Import of raw Material and Formulation of Products Locally

**Started as Sales Manager and Became National Sales Manager (SANDOZ)**

(1991 to 1996 )

- Formulating agrochemical and Marketing strategies
- National growth / marketing
- Area Development and Growth
- Risk management / bad debt
- Appointment of Distributors to grow Market share
- Training of Distributors and Agents
- Co - coordinating within the Company
- Budgeting and control of budgets of the Agrochemical department
- National valuation of Agri properties (internal)
- Import of raw Material and Formulation of Products Locally

<b>PROFESSIONAL AFFILIATIONS</b>
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n/a

<b>PUBLICATIONS</b>
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n/a

<b>LANGUAGES</b>
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Afrikaans, English, Sotho