**Davina Julia Kobrin**

# PERSONAL INFORMATION

**Nationality:** South African/Italian **Languages:** English/French **Work Visas:** EU Passport

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# CAREER HIGHLIGHTS

|  |  |
| --- | --- |
| **1995** | Moderated first of the YPO youth forums in the world. Invited back in 2005 as YPO youth forum trainer. |
| **1998 - 2001** | Mentored by Sasfin Bank’s CEO through two major acquisitions and transformation from Finance House to Bank. Pioneered the cross-selling division. |
| **2002** | Spent 7 months in New York City studying non-fiction writing and travelling. |
| **2002 - 2004** | Joined family textile manufacturing business. Established the retail business. Managed the trade business liquidation, union negotiations and business restructure. Concurrently created an after hours Development Clinic for +200 factory workers. |
| **2005** | Head Hunted back to Sasfin Bank to head up Strategic Marketing Division. |
| **2006** | Founded YOU Consulting. |
| **2007 - 2008** | Awarded €7,000 Scholarship with the Coaches Training Institute (CTI) to participate in their Leadership Programme in Europe. |
| **2009** | Invited to audition in Paris for a Front of The Room Leader Position with CTI. Was selected from the global pool to attend the training in London in 2009 whilst concurrently completing certification. |
| **2010 - 2011** | Project managed the successful launch of Discovery Soccer Park to leverage the 2010 FIFA Soccer World Cup. Now in its second year of trading, DSP enjoys up to 1000 feet through its doors, daily, and is rolling out more centres based on the model. |
| **2012 to Date** | Joined Telos Partners as a Human Capital Consultant in London. |
| **2012** | Invited to apply for YPO International Resource Adult Forum Trainer. If successful will be trained in November 2012. |
| **2006 to Date** | ***Community Projects Include:*** *Journalist for Smile Foundation’s Smile Week. Coaching for Top Tier Government Health Professionals. Women in Business Programmes. Facilitating learning forums for Entrepreneurs. Training youth forums (YPO).* |

**CAREER EXPERIENCE**

**CONSULTING**

**LONDON**

**March 2012 – Current**

**Telos Partners: Management Consultant**

**Current Project: Integration (Energy Sector)**

To facilitate and advise on the global integration of a Houston based energy business:

* Strategy, preparation and messaging for the acquisition completion announcement day (Day One).
* Launch of work streams, monitoring of progress and risk assessment.
* Creation of a vision for the future for the leadership team as they integrate into one single entity under the parent brand.
* Employee communication and engagement

**SOUTH AFRICA**

**September 2006 – February 2012**

**YOU Consulting: Principal Consultant**

**Recent Project Examples**

1. Culture Transformation and restructure (Telecommunications; Education; Financial Services)
2. Team Dynamics and Conflict Resolution (All sectors)
3. Leadership Development (Financial Services; Resources. FMCG)
4. Succession and grooming (Oil and Gas; Education)

|  |  |  |
| --- | --- | --- |
| **COACHING** | **ORGANISATIONAL DESIGN** | **COMMUNICATIONS** |
| * Executive/High-Talent * Succession/Change/Career * Team and group execution * Forum (Peer) * Families in Business * Relationship * Conflict Resolution * Business coaching for SMEs | * People and strategy alignment * Culture, climate and values * Team effectiveness (functional and cross-functional) * Leadership development * Needs analysis and focus groups * Project design, management and evaluation | * Coach and facilitator skills training * Entrepreneur forums * Diversity forums * Presentation skills * Speaking engagements * Marketing/Communications/Capability articulation for SMEs * Internal/External brand integration |

# CLIENTS /INDUSTRIES

**Government/Utilities/Energy**

Lloyds Register; Weir; IDC; Eskom; Transnet; BP; Grinaker Mining; Cowan Mining International

**Technology/Telecommunications**

Neotel; Dimension Data; iLAB; Cyest

**Industrials/Services/Consumer**

Daimler Chrysler; Discovery Soccer Park; ABI; Nestlé; Smollans Merchandising; VWV Media

**Banking/ Financial Services**

**Big Four Retail Banks:** Standard Bank, First National Bank, ABSA, Nedbank.

**Merchant Banks and Financial Services:** ABSA Capital (a division of Barclays), Rand Merchant Bank, Sasfin Bank, Sanlam; Liberty Life

**Education**

Gordon Institute of Business Science (GIBS); King David Schools

**International Faculty Member/Resource/Trainer**

Coaches Training Institute Core Curriculum; Young President’s Organization (YPO/WPO Youth); Enablis Entrepreneur’s Network

**PREVIOUS ROLES**

**July 2005 – August 2006**

**Sasfin Bank: Senior Manager Group Marketing**

*Strategic Marketing and Communications: Headed up Strategic Marketing for the group. Responsible for Brand Strategy and Architecture for the Bank, its subsidiaries and all related activity.*

* Public Relations and Corporate Communications. Media Management
* Marketing and Advertising
* Business Development and CRM
* Campaign Design and Management
* Events and Promotions
* Sponsorships
* Budget
* Staff Management

**October 2002 – June 2005**

**Continental Linen – General Manager**

*Undertook large-scale restructure. Liquidated manufacturing business and downscaled to distribution concern. Dynamic, new generation of leaders identified, grown and positioned to take over. Handled liquidation and ongoing retrenchment challenges and settled remaining team.*

* Blueprint store design and implementation. Country-wide in-store rollout
* Marketing and communications
* Packaging and Merchandising
* Systems design and implementation
* Design of Linen ranges
* Procurement and Costings
* Supplier management
* Warehouse management. Inventory; Model Stocks and POS Systems
* Human Resources: Recruitment, Payroll; Employee Benefits, Performance Management; Organizational Development
* Training and development
* Staff Management

**June 2001 – April 2002**

**Nedbank: Manager, Communications and Training**

*Product Development. Project Management: New Product Launches.*

**August 1997 – April 2002**

**Sasfin Bank:**

**1997 – Assistant to Credit Manager: Asset Based Finance 1998 – Internal Accounts Executive: Applications**

**1999 – Training and Development: Human Resources 2000 – Corporate Finance : Sponsor Broker**

**2001 – Special Projects and Cross-Selling**

#### EDUCATION

***University of South Africa (UNISA):*** *Bachelor of Business Administration (BBA) 1999*

***New York Gotham School of Writers:*** *Non Fiction 2002*

***Harvard Business School:*** *Generation to Generation – Families in Business 2004*

***Gordon Institute of Business Science:*** *Marketing & Branding in Global Markets 2006*

***Coaches Training Institute****: Coactive Coaching Core Curriculum 2007*

***Coaches Training Institute****: Leadership 2008*

***Coaches Training Institute:*** *Certified Practitioner Coactive Coach (CPCC) 2009*

***Centre for Right Relations ORSC -*** *Relationship Systems Coaching Fundamentals 2009*

**ACCREDITATIONS**

***1995: Young President’s Organization:*** *Moderator Training* ***2005: Young President’s Organization:*** *Moderator Training*

***2007: Insights*** *Discovery Profiling* ***2009:*** ***Insights:*** *Discovery Profiling Reaccreditation*

***2007:******Insights*** *Team Effectiveness. Practitioner* ***2010: Insights*** *Team Effectiveness**Practitioner: Revised Model*

***2011:******Insights*** *Discovery Full Circle 360 Degree Feedback*

*Familiar with Enneagram, Myers Briggs, SMR Covey Models, Lumina Spark*