

CHARTERED ACCOUNTANT (SA)

KEITH

Profile

Keith is an accomplished Chartered Accountant and Executive with over 15 years of experience across telecommunications, FMCG, and media sectors. Former Group CFO of a pan-African telecoms operator, with prior executive roles in retail, eCommerce, and fintech. Demonstrates strong leadership in multi-country operations, financial strategy, restructuring, and stakeholder engagement. Known for a solution-oriented, disciplined approach to business growth, underpinned by exceptional communication and analytical skills. Academically distinguished, graduating top of class in both undergraduate and honours degrees in Accounting, and holding a Master's degree in the field.

Specific industry experience

Telecommunications

- Oversaw finance across multi-country operations (Nigeria, Uganda, Tanzania, DRC, South Africa, Mauritius) for a large Telco group with ~800 staff and R1bn turnover.
- Led group-wide budgeting, forecasting, consolidated financial reporting (IFRS), audits, and cash flow management; reported directly to CEO and board.
- Directed M&A and corporate finance functions, including valuations, consultant engagements, and strategic restructuring.

Retail & Wholesale

- Held several finance and strategy roles in a major African wholesale and retail group with R30bn turnover and operations in 6 countries.
- Led financial planning, store profitability analysis, budgeting, category performance reviews, and presented insights to Executive and Board level.
- Managed and launched financial services, eCommerce, and real estate strategies; involved in credit, digital, and insurance products deployment.

Media, Publishing & Advertising

- Served as CFO and board member of a media and marketing group, managing a holding structure with subsidiaries, consolidations, and compliance.
- Led restructuring of group finances, including AFS reviews, tax compliance, and working closely with Sales Execs to drive profitability.
- Previously managed finance and IT for a newspaper and printing business, executed M&A transactions, and aligned IT strategies with group objectives.

Relevant Work Experience

Consulting: Financial Director

Independent Contract work

Feb 2025 - Current

Responsibilities & Achievements

- Proven leadership in budgeting, forecasting, IFRS financial reporting, and implementing controls for fiscal health and compliance in large, complex organizations.
- Extensive experience in multi-entity and multi-country environments, focusing on operational efficiency, turnaround strategies, and long-term sustainability.
- Deep knowledge and hands-on experience navigating regional regulatory, tax, and financial landscapes to optimize cross-border operations and compliance.
- Strong background in domestic and international tax planning, risk mitigation, and ensuring regulatory compliance across jurisdictions.
- Proficient in leading financial consolidations for multinational entities and developing complex financial models for investment decisions, scenario planning, and business cases.
- Experienced in managing external audits and producing high-quality IFRS-compliant financial statements for internal and external stakeholders.
- Skilled in comprehensive business valuations, profit analysis, and cost control initiatives to enhance shareholder value and drive strategic growth.
- Provides insights and recommendations on financial performance, investment strategies, M&A opportunities, and corporate governance to directors and executive teams.

Chief Financial Officer

Janetta Media Consulting

February 2023 - June 2024

Responsibilities & Achievements

- JMC has a group structure with a Holding Company and subsidiaries.
- Served as a board member for all group companies.
- Led all aspects of finance, including budgeting, forecasting, and reporting.
- Collaborated with sales executives to achieve monthly budgets.
- Prepared and presented monthly management packs, including consolidations, to the Exco.
- Managed the monthly cash flow for the group.
- Ensured compliance with all statutory and tax regulations.
- Responsible for the review of annual financial statements, including Consolidated AFS, and successfully restructured the group.

Group Chief Financial Officer & General Finance Manager

Smile Communications Limited

August 2021 - January 2023 & October 2018 - July 2021

Responsibilities & Achievements

- Provided financial leadership for the Group across South Africa, Nigeria, Tanzania, Uganda, and the DRC, serving as a member of the Exco and Finance Committees for each country, and overseeing in-country CFOs.
- Led group funding facilities totaling USD 300m, engaging with various banks and lenders, and managed project financing structures including debt and equity arrangements.
- Ensured compliance with multi-country loan agreements, monitored loan covenants, and managed the disbursement of debt financing proceeds.
- Took ownership of budgeting, forecasting, monthly internal reporting, and monthly board packs for all countries, and oversaw external reporting including consolidated AFS in line with IFRS standards.
- Led the year-end audit process across all countries and managed relations with Group Auditors, PWC.
- Managed weekly and monthly cash flow for the Group, addressing challenges due to restricted funding.
- Oversaw corporate finance activities, including mergers, acquisitions, valuations, and consultant engagements, and restructured funding facilities to reduce debt, achieving annual expense reductions of 10% to 15%.
- Developed business cases for funding and operational needs, ensured compliance with multi-country loan agreements and timely debt service repayments, and managed monthly budget versus actual reporting and analysis for the Exco and Board.

Other Work Experience

Finance Manager (FP&A): February 2016 - September 2018

Company: Masscash (Pty) Ltd

Planning Manager: June 2014 - December 2015

Financial Services Manager: March 2013 - May 2014

E-Commerce Manager: April 2012 - February 2013

Executive Assistant to the CEO: May 2010 - March 2012

Company: Massdiscounters (Pty) Ltd

Finance Director: November 2008 - April 2010

General Manager Finance & IT: June 2007 - November 2008

Finance Manager: February 2005 - June 2007

Company: The Natal Witness Group

Finance Manager: November 2003 - February 2005

Company: Ezemvelo KZN Wildlife

Financial Accountant: January 2003 - October 2003

Company: Independent Buying Consortium

Trainee Accountant: January 2000 - December 2002

Company: Deloitte and Touche

Education

Degree	Institution	Dates
Masters Degree in Accounting	University of Natal	2004
BCom Hons Accounting	University of Natal	1998
Bachelor of Accounting	University of Natal	1997

Training and Computer skills

• Pastel	• Sage X3 and Payroll	• HR Systems
• Replenishment systems	• Forecasting & Planning	• Power BI
• Financial models	• ERP	• Integration

Strengths and Abilities

• Strategy	• Analysis	• Communication
• Restructuring	• Leadership	• Discipline