> ## *Professional Curriculum Vitae*
> ## *Mr. Kobus (AJ) Du Toit*

27 Friar Tuck Road   **+27 (0) 82 451 4242**
Robindale, Randburg   **kobusdutoit@gmail.com**
South Africa   **South African**
2195   **Code 08 Driver's Licence**

Areas of Expertise

- **Product Development & Management**
- **Technical Architecture & Development**
- **Product Performance Assessment**
- **Team Leadership**

- **Strategy Development**
- **Process Assessment and Improvement**
- **Stakeholder Engagement**
- **Relationship Management**

Professional Work Experience

Primedia Unlimited Malls & Primedia Outdoor, Johannesburg, South Africa   *October 2016 – Current*

Designation: **Digital Product Manager**

Responsibilities:

- Serve as the lead on digital innovation and fill the responsibility to keep abreast of what is happening in the world of Digital (including but not limited to: Out of Home Advertising and integration with other platforms; Voucher distribution; POS integration; Audience & Vehicle measurement; Blockchain projects and use-cases).
- Conduct product and business process performance assessments and improve them where necessary.
- Take new innovations and ideas through a product approval process to assess how it can be applied in the business.
- Focus on delivering and maintaining an excellent customer experience, as well as the optimisation of capability, providing expertise in data management, usability, accessibility, digital marketing and analytics.
- Actively involved in the technical architecture of products where software development is required and an active participant in the tech-speak.
- Regularly engage clients to educate them on the solutions the business brings, physically demonstrating the particular products and their benefits as well.
- Extensive focus is on the data derived from each product, and how that data is used to draw insights and add continuous value to the business and the client's business, as well as the improvement of the product itself.
- Gained extensive experience in digital signage management and audience & vehicle measurement techniques.

Primedia Unlimited Malls - Lifestyle, Johannesburg, South Africa   *January 2015 – September 2016*

Designation: **Senior C# Developer** *promoted to* **General Manager**

Responsibilities:

- Directed all administrative functions within the business unit, managing a staff complement of 8 staff members, instilling the company culture in-line with the vision of becoming the leading digital enabler in the retail environment.
- Responsible for new product and solution development as well as assisting with and approving new technical development solutions.
- Travelled extensively to clients across South Africa to review solutions provided and maintained relationships.
- Undertook all projects and partnerships with the aim to deliver exceptional service and ensure value-add to all stakeholders.
- Prepared reports and conducted regular feedback sessions with the CEO for strategic planning purposes.

Société Générale, Johannesburg, South Africa   *December 2012 – December 2014*
Designation: **Senior Developer**
Responsibilities:
- Worked directly with the Head of projects to manage an upgrade in technology, from legacy VB6 applications to a more recent industry standard.
- Led Research & Development activities and managed the introduction of WCF functionality to ensure the smooth transition to a more automated environment.
- Prior to the migration, another major application (intranet) that I completed in a pressured environment with a tight deadline was used to send and receive information from the South African Reserve Bank. This application was written in an AJAX based framework (ASP.NET) with C# as the core language.
- Responsible for the maintenance of the legacy applications (VB6 and Classic ASP), as well as advanced Microsoft Excel macro development.
- Managed the introduction of a SWIFT message generator which proved to be very successful and assisted the business analysts in significantly cutting the time it took to test these messages.

Rage Nutrition, South Africa   *2010 – November 2012*
Designation: **Co-Owner**
Responsibilities:
- Developed key growth sales strategies, tactics and action plans, successfully executing these strategies to achieve financial targets.
- Managed recruiting, objectives setting, coaching and performance monitoring of employees to maximise the sales team potential.
- Negotiated with suppliers on product offerings and deals, and managed stock and procurement.
- Conducted sales-forecasting to compliment the JIT (Just-in-time) stock system in order to avoid high storage costs and expired products.
- I was the sole developer of the website, which involved conceptualising new ideas and a competitive advantage, as well as the implementation of these ideas through physical coding work.
- Developed and implemented business processes in order to grow the company and ensure sustainability. This involved liaising with international shipping companies in order to import and export products.
- Managed relationships with printing companies with regards to clothing and accessories.
- Oversaw basic accounting in the form of income statements, stock take and balance sheets to determine growth of the company, and identify expenses that could be minimised.

Expert Alliance Business Software (now RSSoftworks), South Africa   *May 2005 – 2010*
Designation: **Senior Developer / Business Analyst / Project Manager**
Responsibilities:
- My role within the company was progressive, from Junior Developer, to Senior Developer and finally engaged in Business Analyst and Project Manager duties.
- Engaged clients and ensured that they were satisfied with the company services.
- Managed projects until completion, including managing the developers assigned to the projects.
- Appointed as Business Analyst to liaise with the client and our developers, and acted as an assistant and lead developer as and when required.
- Projects Undertaken included:
- *Shield (Massmart) Buying Group (2005 – 2010)*
- Responsible for the joint data architectural design in conjunction with the team leader, and led the development of a Master File Maintenance application. Provided training and assistance to the Master File Maintenance team within the Shield Massmart group.
- *Cell Shack Cellular Provider (2006 – 2007)*
- Responsible for the joint data architectural design in conjunction with the team leader, and led the development of an application to import customer data and assess sales from various outlets.
- *Cellshack Outlets*
- Assisted with the development of the online portal.
- *Furnex Buying Group (2006 – 2009)*

- Responsible for the data architectural design and management, the development of a Master File Maintenance application, and the development of the e-commerce trading system.
- Managed the integration with SAGE Line 500/1000, the development of various data reports (MS Reporting Services), and the client relationship as a whole.
- Managed two additional developers on an ad-hoc basis throughout this period on both a web-platform as well as a windows (touch screen) platform.
- *Kumon Education – South Africa (2009 – 2010)*
- Duties included the data architectural design and management, the warehouse management system, and the online buying system.
- Managed the development of various data reports (MS Reporting Services), and the Kumon account.
- I was also responsible for the work output of two developers on this account.
- Project Management and Development with Various Other Projects Including: Liquor Land (Liquor Warehouse); Jumbo Cash and Carry; Saverite Super Market; Tip Top Meat products (Wholesale Meat Company); and London Travel Centre (European Travel Agency).

Education and Career Development

Master's in Business Administration (MBA), North West University, 2013
First Year Subjects included Financial Reporting, Organisational Behaviour, Business Law and Ethics, Managerial Statistics, Managerial Economics, Information Management
Second Year Subjects included Managerial Accounting, Marketing Management, Operational Management, Entrepreneurship, Financial Management, Change Management
Third Year Subjects included Strategic Formulation and Implementation, and Strategic Management Application: Company Project. This involved a group of five students conducting an analysis on one of Mpact's (Branch off from Mondi Packaging) plants (Robertville). We were required to identify problem areas and suggested a five year strategy on how to transform the company, in order to enhance sustainable growth. All MBA subjects completed were revisited in an eighty page report.

Thesis Topic: **"E-tailing: Factors considered in the strategic marketing of an online store"**.

Bachelor of Science Degree in Information Technology, North West University (Potchefstroom Campus), 2004

Matric Certificate, Jan de Klerk, 2001

Additional Information

Computer Literacy: ASP.NET, ASP.NET MVC with RAZOR scripting, C#, Classic ASP, CSS, HTML, IIS management and website setup, Javascript, JQuery, JSON, MS Project, MS SQL Server 2005/2008/2012/2014, Oracle 11g, PLSQL, VB.NET, VBA, Visual Basic 6.0, Windows/Web Services, WCF, Visual Studio NUGET Package Management Server (Setup of server, creation of packages, distribution of packages), Windows 8 Metro Apps (WinJS).
I have also recently started with Blockchain Dapps development using Solidity (Ethereum Blockchain)
Experience in Broadsign as a digital signage management system as well as Quividi as an audience measurement platform (including integration between the two systems)

Languages: English and Afrikaans