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| Profile - Personal Information | | | |
| Full Name | Petrus Hermanus Vermeulen | | |
| Preferred Name | Hernus Vermeulen | | |
| Nationality | South African | | |
| Date of Birth | 25 November 1975 | | |
| ID Number | 751125 5109 083 | | |
| Private Email | hernus@hotmail.co.za | | |
| Contact number | +27 82 468 1276 | | |
| Summary Profile – Marketing Professional | | | |
| Summary:  Hernus has obtained extensive experience during the past 15 years in marketing strategy planning, development and implementation. Key competencies include staying abreast of new developments in the field of marketing to maintain a leading position in a highly competitive and pressured industry.  A thorough understanding of digital marketing and e-commerce has led to the brands he works on becoming leading in the industry they compete in. Successes include reaching 100 000 fans on Facebook for the Matrix brand in a period of 12 months.  MiX Telematics Africa (10 years)  Was appointed as Senior Marketing Manager with MiX Telematics Africa in 2007. The initial primary responsibility was to start, establish and grow the marketing department which started with 1 employee. Today the department has over 30 employees and are responsible for marketing strategy, brand management, communication management, digital management, business and marketing analytics and product development and management. Since 2017, responsibilities were extended to include creating, implementing and maintaining a world-class tender process to support a key company objective of continuously growing subscribers. Commercial management responsibilities were recently added to the portfolio including contractual development and checking as well as pricing development through the creation of deal sheets. Current busy with full training on the Salesforce.com ERP platform.  McCarthy Call-A-Car: Eliance Advertising (2 years, 6 months)  Was headhunted and appointed as Senior Account Director for McCarthy Call-A-Car, trading as Eliance Advertising, (2 years, 6 months) to grow the business, for what was then considered as a new and innovative business strategy. His responsibilities included managing key accounts the innovation division acquired. Accounts included the following industries: online vehicle sales website; holiday resorts; gold mining; cultural development organizations.  Underline Advertising (4 years)  Appointed as Senior Account Manager. Promoted to Senior Account Director after 2nd year of employment. The full spectrum of Advertising campaigns (through-the-line) was his responsibility, including managing a team of account managers and their accounts of various multi-national corporations. Main responsibilities included account management, the creative process of campaign development, media planning and – buying, full implementation management of campaigns and people management. Accounts included the following industries: foreign exchange; FMCG (tinned foods, margarine, dips, frozen foods); mobile phones and mobile communications;  Brightmark Design and Advertising (1 year):  Appointed as Account Executive at Brightmark Design and Advertising and promoted to Account Manager. Extensive experience and knowledge regarding design, printing processes and below-the-line marketing activities and tools was obtained. | | | |
| Education - Key Tertiary Qualifications | | | |
| Qualification | | **Institution** | **Year of completion** |
| Digital Marketing Diploma | | University of Cape Town (Get Smarter) | 2015 |
| Postgraduate Diploma in Business Administration (PDBA) | | GIBS (Gordon Institute of Business Science) | 2003 |
| Brand Management | | AAA School of Advertising | 1999 |
| Brand Management | | International Advertising Association | 1999 |
| Bachelors in Commerce (Honours): Marketing Management | | University of Pretoria | 1998 |
| Qualification: Bachelors in Commerce | | University of Pretoria | 1997 |

**< *Professional Experience* >**

* **MiX Telematics:**
  1. **Period: August 2007 – current**
  2. **Position: Senior Marketing Manager**

MiX Telematics is a multi-national corporation, operating in the vehicle tracking and fleet management industry. The group is listed in the JSE and NYSE. Services offered caters for both consumer and business solutions. The group has offices in South Africa, USA, the UK, Dubai, Australia and Brasilia as well as a network of dealers operating across 112 countries.

**Primary Responsibilities:**

1. Developing marketing strategies, aligned for segmented target audiences on three brands:
   1. Matrix (consumer): a sophisticated vehicle tracking brand primarily making use of GPS, GSM and RF technologies, offering various services
   2. Beame (consumer): an entry-level recovery devices making use of RF technology
   3. MiX Telematics (corporate and commercial): a multi-purpose brand, representing sophisticated technologies through which specialised services are offered to companies for fleet management purposes, as well as the function of being the corporate brand.
2. Corporate Identity (CI) development and maintenance:
3. Ensuring the different CI’s for different brands are in place and managed across all platforms to ensure consistency in application thereof. Includes:
4. Managing of three Brand Managers, a graphic designer, a campaign specialist, social media and digital specialists, to ensure consistent brand application of brands across all platforms used to promote the brands
5. Customer loyalty and CRM:
   1. Develop, implement and maintenance of loyalty programs for customer retention purposes
   2. Implement customer relationship management campaigns to further enhance loyalty, build relationships, increased retention and profit growth through value-added services
6. Budget Management:
   1. Manage all marketing spend
   2. Monthly reporting on marketing spend
   3. Report on ROI achieved with marketing investment (mostly against achieved sales numbers)
7. Market research and analysis:
   1. Obtaining market intelligence via sales department, industry publications and formal research studies continuously
   2. Analysing data and present business with intelligence supporting with:
      1. New product/service development
      2. Product enhancement
      3. Identifying market trends and changes in consumer behaviour
8. Digital marketing management:
   1. Oversee and advise on changes to websites, SEO and digital marketing campaigns
   2. Plan, launch and maintain social media campaigns
   3. Continuous monitoring of new trends, tools and channels in the digital environment and analyse for use with brands
9. People management
   1. Team report directly to Senior Marketing Manager:
      1. Brand Manager: Beame
      2. Brand Manager: Matrix
      3. Brand Manager: MiX Telematics
      4. Social media specialist: Beame
      5. Social media specialist: Matrix
      6. Campaign Specialist
      7. Group Graphic Designer
   2. Responsible for growth and development of skills and experience of direct report
   3. Responsible support in direct reports achieving individual KPI’s, including performance management
   4. Oversee and manage process for productive and efficient inter-departmental interactions
10. Supplier Management:
11. Managing various and different suppliers, including:
    1. Advertising agencies
    2. Media agencies
    3. PR agencies
    4. Printers
    5. Design and marketing companies
    6. Media (direct media planning and buying)
12. Responsibilities include negotiating price and quality standards as well as SLA’s for delivery
13. Ensure marketing investment will reflect positive results compared to budget given for marketing investment over a financial period

I have vast experience in the development of presentations and presenting thereof up to board-level. My experience in the corporate environment has exposed me to other fields outside of traditional marketing processes and responsibilities including:

* Departmental ISO management and auditing procedures and requirements
* Stock processes and alignment with promotional releases to market
* Risk Management
* Tender Management
* Commercial Management
* **McCarthy Call-A-Car (Eliance Advertising)**

1. **Period: January 2005 – July 2007**
2. **Position: Senior Account Director**

Was appointed to grow the business as a unique and innovative business model for purchasing vehicles. Growth of Eliance, the name of the innovation hub for McCarthy, led to other unique accounts being acquired. My responsibility was to manage the full through-the-line campaign planning, implementation and maintenance of route-to-market campaigns. Clients included:

1. McCarthy Call-A-Car
2. McCarthy Fleet Management Services
3. ATKV-Holiday Resorts
4. Simmer and Jack Gold Mines

* **Underline Advertising:**

1. **Period: February 2001 – December 2004**
2. **Position: Senior Account Director**

Was appointed as Senior Account Manager and promoted to Senior Account Director. My responsibilities including managing the full spectrum of key accounts. Client management and development of these accounts was a key priority. Overseeing the accounts of 5 direct reports and managing these accounts profitably was a primary KPI. Client included:

1. Epic Foods, FMCG:
   1. Blossom Margarine
   2. Epic Canola Margarine
   3. Epic Dips and Epic Mayonnaise
2. Patleys, FMCG:
   1. Goldcrest Tinned Foods
   2. The Laughing Cow Cheese
   3. Evian Spring Water
3. Pride Milling, Agricultural FMCG:
   1. Pride Maize Meal
   2. Tops Maize Meal
4. American Express Foreign Exchange

* **Brightmark Design and Advertising**

1. **Period: January 2000 – January 2001**
2. **Position: Account Executive**

My professional career started with Brightmark. During the 13 month period, I have learned skills pertaining to technical specifications and processes related to:

* Design and colouring
* Printing processes

Client management and client growth was a key focus of the position. Clients included:

1. Masterfoods, FMCG:
   1. Pedigree Dog Food
   2. Whiskas Cat Food
2. Citadel Private Investments
3. Numerous smaller accounts

**< *Competencies* >**

* Strategic /tactical business and thought leadership
* Solution analysing, conceptualisation, visualisation, problem solving and definition
* Principled and high values orientation
* Team building and conflict resolution
* Understanding, resourcing and structuring of organisations and projects
* Vendor contract management
* Management and mentoring of project team members
* Managing, networking, persuading, influencing and communicating with project stakeholders
* Planning, initiation, organising, monitoring and implementing of projects and process
* MS Office proficiency with MS Word, Powerpoint, Excel, Visio and Project proficiency
* Good writing and reporting proficiency
* Able to readily adapt to change and cope with pressure and setbacks.