# Francois van der Merwe

**Contact details**

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Date of Birth 1969 -09 -17

**Executive Summary**

My working career spans 20 years and has been sales dominant for 14 years.

Basic experience was gained in the direct corporate sales environment (business to business), channel partner environment and distribution environment.

My focus then turned to the management of people and creating successful teams. My careers at AST Networks and Vodacom attest to that. I was also chosen by staff to become a National Committee Member for a period of 3 years.

I was then approached by a competitor and offered the position as General Manager Strategic Customers. I grew this business unit from R423 million per annum to a R2 billion per annum business within 3 years. The business unit was very profitable and 90% of revenue were contract based. This was achieved by reformulating the strategy of the business unit and ensuring the execution thereof.

At Neotel I managed a nationwide team of 207 individuals. As manager of the division I was quite successful and received national and international awards.

During the time at Neotel I reported directly to the CEO and was part of the Executive Committee.

I finally decided to start a small investment firm. However SAP Africa askes me to join their team in May 2017.

I fulfilled the role of Services Accounts Manager for the Coastal region until restructuring on a Global level as part of project Apollo, affected me March 2018.

I enjoyed most working in a diverse team in a challenging environment. My skillset comes in handy to assist such businesses with sales growth, processes re-engineering and building successful teams

My skillset further allows me to formulate strategies, work through adversity and always exceed expectations.

### Education & Training

**MBA**

Maharishi University (Iowa,USA)

* Telecommunications focussed MBA
* Completed 2016

**Post Graduate Diploma Telecommunications (Iowa, USA)**

* Telecommunication and Finance
* Completed 2014

Strategic Account Management (Cum Laude)

* Completed 1998

**Project Management Institute**

Certified Project Manager (PMISA)

* Completed 2001

**Mick McCormick Institute**

Sales Management in practice (Cum Laude)

* Completed 2002

**BPS**

Business Presentation Skills

* Completed 1999

**Paarl Boys’ High**

Matriculated:

1987

**Vodacom/Neotel Specific In-house Training**

FICA

RICA

POPI ACT

**Employment History**

**MMC.Holdings (pty) ltd**

**Industry: Venture Capital**

**May 2015 – April 2017**

**Managing Director**

**I started this company to invest available funds in suitable medium term return opportunities.**

**My focus was/is to create a very small incubator and management consulting firm.**

**Once the decision was reached to invest, a thorough executive skills analysis was done and mentoring given on shortfalls.**

**We then advised on strategy and execution to maximize PBT and return without compromising on the quality of manufacturing and deliverables.**

**SAP Africa**

**Industry : Software and Services**

**May 2017 until April 2018**

**Role. : Services Accounts Manager Coastal Region**

**Duties comprised the following:**

* **Achieve targets**
* **New business development**
* **Retain existing customers and identify new opportunities**
* **Report to Manager Africa**
* **Be a SAP advocate**
* **Main focus was to sell and deliver services in the region.**
* **Work and lead in virtual teams**

**Reason for leaving: SAP Group restructured on a global scale under project Apollo. I was not able to move to the new position due to family commitments.**

**Neotel (pty) ltd - a Tata Group company**

**Industry: Telecommunications**

**September 2012 – April 2015**

**2012 Target (AOP) R436 million; achieved R 818 million**

**2013 Target (AOP) R800 million; achieved R1 092 bn**

**2014 Target (AOP) R915 million; achieved R2 112 bn**

**General Manager Strategic Customers**

**Reports directly to CEO**

**Main Responsibilities**

Accountable for the management of the business unit in an end-to-end manner. This is up to Profit and Loss Statements. Thus “Order to Cash” management

Revenue for business segment exceeds R 1 billion per annum.

The area of accountability includes the point of sale to account management (service assurance) to the point of billing after service delivery, and establishing a fully-fledged customer relationship management portfolio with the customer

A large portion of time was spent on redesigning the main customer (Transnet SOC) to become a w.orld class Infrastructure carrier. Amongst others the Data Centre and Data Management consolidation, availability of data to the various Group companies, strategic deployment of resources to remote areas in South Africa to comply with stringent SLA’s, Up-time of online applications and data management and data flow management of Internal and unsecured 3rd party connections and other data generators.

**Development of strategic plans for area within scope of control**

* Define 3 and 5 year Strategy for division
* Account plans for all major customers.
* Industry plans for the targeted industries including analysis and justification.
* Business planning including revenue (and profit) and product forecasts for the customer base as well as for the major customers on an individual basis.
* Budget revenue for the business, including COS.
* Provide end to end revenue assurance with pipeline forecast, including expected demand for the business on a weekly, monthly, quarterly and annual basis.

**Management of internal and external stakeholders**

* Customer relationship and management program to include management of SLA’s.
* Customer targeting (including industry verticals).
* Develop and implement a strategic sales plan with a view to grow revenue within existing and new customers.
* Identify and target clients, industries and solutions resulting in successful contracts with increased revenue and profitability that is aligned with the business plan and corporate strategy.
* Effectively maintain the required multi-lateral relationships with customers thereby ensuring continued loyalty and support.
* Forward planning for the organisation in terms of service demand, operational roll out, capacity take up and working capital.
* Maintain high levels of productivity and motivation within the account management and sales division. Include Project Management, Service Delivery and Pre-sales into a totally managed business division.
* Formulation of policy for the organisation within sphere of control
* Formulate and execute strategic policies.
* Ensure group policy matters are carried out.
* In depth knowledge of the telecommunications industry.
* Good understanding of technology, products and services in the South African Telecoms Markets.

**ACHIEVEMENTS:**

* Top Achieving GM FY 2013
* Top Achieving GM FY 2014
* Top Achieving GM FY 2015
* Signature Leadership Award TATA Group (only 5 awarded world-wide)

**Vodacom ltd – a Vodafone company**

**Industry: Telecommunications**

**December 2006 – August 2012**

**Strategic Accounts Manager/Account Director**

**Responsibilities**

|  |
| --- |
| • The Strategic Account Manager’s (hunter) role is dedicated to providing a complete customer service.  ● To provide a strategic customer sales service including managing and coordinating business acquisition, retention and growth in specific accounts. • Maintaining client relationship is imperative for understanding and meeting the key client needs |
|  |
| • Manage and coordinate sales activities in specified accounts • New Business acquisition • Client retention and strategic growth • Maintain client relationships • Meet annual sales targets • Maintain accurate customer records  **Services covered are**   1. **Access services. Microwave, Fibre optic, and any other available access products.** 2. **Hosted services. Data centre services covered are; dedicated, shared infrastructure and “in the cloud services”** 3. **Infrastructure services. All telecommunications related services.** 4. **VOIP and Voice related services.** |

**ACHIEVEMENTS:**

**Financial year 2008 -2009**

* Business Excellence Award/Top Performer for 2008-2009
* Achieved 430% of target (R 140 million contract revenue)

**Financial year 2009 – 2010**

* Business Excellence Award for 2009 - 2010
* 119% of target

**Financial year 2010 – 2011**

* Business Excellence Award/Top Performer for 2010 - 2011
* Achieved 830% of target (R 316 million contract revenue in Q1)
* Chosen by staff to represent them on the National Consultative Committee for Vodacom (3 years)

**Financial year 2011 – 2012**

* Business Excellence Award/Top Achiever
* Achieved 912% of target

I was the top performer in Vodacom Business for the past 4 years

**AST NETWORKS**

**Industry: IT Networks**

**October 2002 – November 2006**

#### General Manager Data SADEC

## Responsibilities

* Target R 99.310 million (June 2003)
* Achieved R 99.820 million
* Target R 104 million
* Achieved R 159 million (Financial Year 2003 –2004)
* Full responsibility to build Data Business area in AST Group on national and international level
* Set strategies for data business in line with Group strategy
* Controlling, planning and co-coordinating all sales activities and compiling in-depth sales reports
* Price negotiations with all distributors and vendors
* Achieve gold certification with Cisco, Nortel and 3Com
* Research opposition activity and compile counter strategy.
* Manage sales team on national and international basis
* 10 Regions reporting into Francois
* Direct reporting from sales team
* Dotted line reporting from pre-sales
* Dotted line reporting from product management
* Total responsibility for business
* Hands on sales responsibility
* Report directly to Managing Director
* Distribution relationships – build and maintain

Reason for leaving : Vodacom headhunted me

**EDS AFRICA**

**Industry: IT Outsourcing**

**January 1995 – September 2002**

**Senior Account Manager**

## Responsibilities

* Report to Sales Director
* Lead and motivate sales team (4 members)
* Achieve monthly/quarterly/annual targets
* Develop new business
* Maintain and build existing client base
* Identify and pursue outsource opportunities
* Budget reporting and achieving
* Target of R 48 million per annum

*Major achievements:*

* 132% of annual target

Reason for leaving – Move up the corporate ladder

**EGGHEAD BUSINESS SOLUTIONS**

**February 1993 – December 1994**

**Sales Manager**

## Responsibilities

* Report to Sales Director
* Lead and motivate sales team (5 members)
* Achieve targets and run business according to budgets
* New business development
* Budget variance reporting
* Achieved 105% of target

Reason for leaving – company bankrupt