



MIKE FISCHER

CEO SUPERFOAM LTD

TURN AROUNDS
★ ★ ★ ★ ★ ★ ★ ★ ★ ★
MARKETING
★ ★ ★ ★ ★ ★ ★ ★ ★ ★
CHANGE MANAGEMENT
★ ★ ★ ★ ★ ★ ★ ★ ★ ★

EDUCATION

- **MBA – (Cum laude) // 2019**
BUSINESS SCHOOL NETHERLANDS
Awarded a full academic scholarship
- **CHARTERED ACCOUNTANT (S.A.) // 1986**
SOUTH AFRICAN INSTITUTE OF CHARTERED
ACCOUNTANTS – Membership 00145996
- **POST GRADUATE DIPLOMA IN ACCOUNTING
// 1983**
UNIVERSITY OF NATAL – PIETERMARITZBURG
KZN
- **BCOM DEGREE // 1981**
UNIVERSITY OF NATAL – PIETERMARITZBURG
KZN
- **S.A. NATIONAL DEFENSE FORCE // 1975 – 1976**
RANK WO2 / CANDIDATE OFFICER - CITIZEN
FORCE
- **SCHOOLING AT TREVERTON COLLEGE PRIOR
TO ESTCOURT HIGH SCHOOL – MATRIC // 1974**

RECENT EXPERIENCE

- **SUPERFOAM LTD - KENYA (NAIROBI) –
(Turnaround)**
STAFF SCALE - 450 // Sep 2016 - Present
CEO - CHIEF EXECUTIVE OFFICER

Turnaround and change management challenge with overall responsibility for the organisation which manufactures foam and bedding products for supply to Kenyan clients.

My overall objectives include Strategic Planning, Brand development, Development of production efficiencies, Market Development and overall streamlining in order to maximize ROI.

Secured a Private Equity Investment to recapitalise and reposition the business into a regional East African structure.

PROFILE

Particularly enjoy driving change, developing solutions and am inspired by developing people and making a difference to businesses and society.

My career has followed a developmental / problem solving and entrepreneurial route. This has provided significant experience in multifaceted businesses requiring Turn Around skills, business optimization and change management solutions.

Strengths include a practical approach to challenges, applying a cool head with a team-based approach augmented by leadership skills, broad business experience, deep financial skills, strong analytical ability and a creative approach to problem solving.

A comfortable motivational communicator drawn from extensive experience gained during corporate responsibilities, lecturing and public presentations.

CONTACT

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SKILLS

FINANCE & STRATEGIC PLANNING
★ ★ ★ ★ ★ ★ ★ ★ ★ ★
OPERATIONS
★ ★ ★ ★ ★ ★ ★ ★ ★ ★

- **HONEYDEW DAIRIES (PTY) LTD - SOUTH AFRICA – (Business Optimisation)**
STAFF SCALE - 800 // Oct 2012 - Aug 2016
COO - CHIEF OPERATING OFFICER

Agri Processing Factory producing commercial volumes of milk, cream, yoghurt, maas, juice and blends.

Responsibilities included the overall businesses optimization and development of production efficiencies, which were increased by 25%, as well as securing accreditation for the business in respect of FSA, HACCP and Export Accreditation in order to maximize the ROI.

Assisted with the sale of the business to a Farmers Co-Operative.

- **SEA KAY HOLDINGS LTD (LISTED ON THE JSE) – (Turnaround)**
STAFF SCALE - 1000 // Mar 10 – Sep 2012
COO - CHIEF OPERATING OFFICER

Started with a business that was underfunded by R300m.

Devised and implemented the turnaround plan and implemented the change management strategy.

Unblocked and recovered R150m of old debt, redesigned the quality control process to ensure prompt certification and payment for construction milestones.

Opened a new division in the province of KZN and devised a plan to recapitalize the business by buying a property to leverage access to finance.

Engaged with political leaders to secure bridging finance using the outstanding debt as collateral. Negotiated new contracts with Governmental agencies.

- **RAFFIA BAGS - KENYA (MOMBASA) – (Turnaround)**
STAFF SCALE - 500 // July 2007 - March 2010
MD - MANAGING DIRECTOR

The task was to turnaround the business which specialized in the manufacture and distribution of polypropylene cement and agricultural bags to cement plants in East and Southern Africa.

Remedied operations by increasing un-utilised 50% capacity, resolved major quality problems to secure the major customer's continued support.

Grew the market substantially and successfully implemented a change management initiative.

- **FISCHER & ASSOCIATES – (Consulting)**
// February 2010 – Present
International Investment Consultants and facilitators specializing in minerals for India & Africa Initiatives

- **CLIFTON HILL NURSERY SCHOOL - HILLCREST – www.chns.co.za**
// August 2015 – onwards
OWNER (MY WIFE RUNS THE BUSINESS as an Investment for her future)

MARKET SECTOR EXPOSURE

Corporate Governance	Mergers and Acquisitions
Business Development	Conflict resolution
Financial Director	Strategic Planning
Change management	Business Turnarounds and Business Optimization
Managing Director	Academic Lecturer
Book Author	Chief Operating Officer
Entrepreneur	Audit Professional

CAREER ROLES

Construction & Project management	Property Development
Project Development & Implementation	Manufacturing
Import & Distribution (Local & International)	Logistics
Management Consulting	Operations & maintenance
Turnaround Professional	Change Management Agent
University Academic (Skill Development)	Government Contracts

★ PAST RESPONSIBILITIES

- **ERNST & YOUNG (CA (S.A.) – DURBAN**
// 2005 - 2007
MANAGEMENT CONSULTANT TO TOYOTA
- **THATCHERS UNLIMITED - KZN REGION - CONSTRUCTION – (Entrepreneurial)**
STAFF SCALE - 600 // 1998 - 2005
CEO - CHIEF EXECUTIVE OFFI CER
Created the largest Thatch Roofing construction Business in KZN. Building contracts secured in KZN, Seychelles, Spain and also built many parts of the resorts for Ezemvelo (Giants Castle, Didima, Umfolozi).

Sold the business I wanted to re-entre professional life.

- **TOWNHOUSE DEVELOPMENT DURBAN – (Entrepreneurial)**
// 1997 - 1998
CEO - CHIEF EXECUTIVE OFFICER
Designed and developed a up market property development in the Highway Area of KZN.
- **TOWN HOUSING – DURBAN**
STAFF SCALE - 500 // 1994 - 1996
FINANCIAL DIRECTOR & PARTNER
Construction of GAP Housing and Commercial developments in Durban and Richards Bay.
- **WITNEY CHEMICALS – DURBAN – Financial Director**
Importer and distributor of bulk chemicals used in the manufacture of paint and resin in South Africa.

Full responsibility of the financial functional and helped the MD develop a strategy to rationalise the business and sell it.
- **DELOITTE (CA (S.A.) – DURBAN // 1988 - 1990**
SENIOR MANAGEMENT CONSULTANT
Strategy planning development for the City of Durban, Transkei Government and Central Energy Fund.
- **UNIVERSITY OF NATAL & DURBAN WESTVILLE - DURBAN // 1984 - 1988**
LECTURER
Accounting 1st, 2nd and 3rd year subjects as well as Management Accounting and Public Administration Accounting.

Co-authored a Book – Graded Questions in Financial Accounting – Wilson, Broome & Fischer.
- **MANAGEMENT CONSULTANT – DURBAN**
// 1985 – 1988
CEO - CHIEF EXECUTIVE OFFICER
Implemented PC based Management Accounting Systems and customised software.
- **FUTURE DISTRIBUTORS – DURBAN**
STAFF SCALE - 200 // 1987-1988
FINANCIAL DIRECTOR – IMPORT & DISTRIBUTION
Created a modeling agency a chain of Black Hairdressing salons and a wholesale Distribution organisation.
- **PRESSURE DIE CASTINGS – PIETERMARITZBURG**
STAFF SCALE - 500 // 1983-1984
FINANCIAL CONTROLLER – MANUFACTURER

- **PIM GOLDBY (CA (S.A.) (NOW DELOITTE) - PIETERMARITZBURG**
// 1981-1983
SENIOR AUDIT MANAGER WHILE SERVING ARTICLES AS PART OF CA (SA) TRAINING

★ VOLUNTARY / POSITIONS OF TRUST

- **BOARD MEMBER OF EZEMVELO KZN WILDLIFE**
STAFF SCALE - 1500 // Jan 2011 – March 2013
NOMINATED BY KWANALU
- **BOARD MEMBER OF WESSA (WILDLIFE AND ENVIRONMENT SOCIETY OF SOUTH AFRICA**
// 2010 – 2014
- **THOMAS MORE COLLEGE – Chairman of the Board of Trustees**
950 - PUPILS // 1990 – 1998
DURBAN CHAIRMAN OF BOARD / FINANCES
- **CHAIRMAN OF THE GOVERNING BODY OF WINSTON PARK PRIMARY SCHOOL**
950 - PUPILS // 1989 – 1990

★ MEMBERSHIPS

- **SAICA**
SOUTH AFRICAN INSTITUTE OF CHARTERED ACCOUNTANTS – Membership 00145996
- **In Progress - CPA(K) (Local Credits of Company Law & Tax Law Pending)**
- **SARIPA (South African Restructuring and Insolvency Practitioners Association) – Application being Submitted**

★ SELECTED ACHIEVEMENTS

- **IN FINANCE**
 - Turn around Raffia (Mombasa, Kenya)
 - Turn around Witney – losses to profit
 - Restructure Above
 - Negotiated sale of Company to Engen
 - Yielded a significant profit on FOREX portfolio
 - Managed finances of operations in RSA for USA based operations.
 - Managed an aviation TAX scheme.
 - Toyota Audit – 2006 – Inventory – R5 Billion.

- Supervised Sarbains Oxley compliance – Toyota

• GENERAL MANAGEMENT

- Growth of Agri Processing facility - Honeydew Dairies
- Turnaround of Sea Kay Holding Ltd
- Managed and developed the growth of a private school – 100 teachers & 950 pupils
- Managed and developed own construction operation – max 600 staff / Subcontractors
- Managed and developed manufacturing operation in Kenya – 400 staff

• CONSULTANT

- Developed policies and procedures for the Transkei Government as well the Training manuals & implementation program for above
- Conflict resolution
- Listing a company on the JSE - DCM
- Computerized listed groups' stores in RSA
- Turnaround Strategy
 - for Listed Construction Co. – Sea Kay Ltd.
 - Raffia Bags (Kenya) Ltd
 - Superfoam Ltd (Kenya)

• ENTREPRENEUR

- Developed Greenfield operations (Construction, Import / Distribution & Management Consultancy)
- Pioneered franchising of the thatching industry In KZN
- Property Developer
- Partner of a Wedding Venue
- Owner of a School in Hillcrest

• LEADERSHIP

- MD of manufacturing organization - Asset Base USD 25m.
- Developed and ran OWN construction business
- Developed and ran OWN property dev. business
- Chaired the Board of Trustees of private school
- Developed own management consultancy
- Chaired Community Ratepayers' Association
- WOII / Candidate Officer during military service
- Chaired the implementation of a proposed gated community initiative – Winston Park
- Chaired Board of Trustees of Thomas More College and grew it from 125 pupils to 970 over 8 years
- Conceptualized & Implemented "My Schools Credit Card"
- Treasurer of Underwater Club
- Chairman of the Gillitts Ratepayers Association

- Board Member of WESSA (Wildlife and Environment Society of SA)
- Board Member of Ezemvelo KZN Wildlife.



PERSONAL

- Married to Liz (42 years)
- Three Adult Children
- Family live on a farm in the KZN Midlands
- Hobbies and personal pursuits
 - Played First Team Rugby (Wing) and Swimming at School
 - Reading and current affairs
 - Horse Riding (Show Jumped while at School)
 - Kite Boarding
 - Wind Surfing (Sailed competitively and was sponsored by Fero Brake)
 - Water Skiing (Barefooting and Slalom)
 - Biking
 - Family Fun Days



NEXT CHALLENGES

- Private Pilot's Licence
- Climb Kilimanjaro
- Complete registration with CPA(K)