

Résumé



Global Growth, Marketing and General Manager

Type / Type CV *Country code / Code du pays* ZAR *Mobile No / Numéro de portable* +27 66 279 2173

Surname / Nom Smith *Given names / Prénom* Warwick George McKnight

Location / Emplacement Johannesburg, South Africa

Date of birth / Date de naissance 14 August 1975 *Email / Email* smithwarwick717@gmail.com

Sex / Sexe M

LinkedIn / LinkedIn linkedin.com/in/warwick-smith-6bab28b2

Skype / Skype warwick.smith72



Regional Experience / Expérience régionale Africa, Middle East, Europe, America's

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< +27662792173 << smithwarwick717@gmail.com << warwick.smith72 << warwick-smith-6bab28b2 <

Career Objective

I am looking for director level marketing, growth or general management roles in a visionary and innovative company, which rewards independent thought and promotes autonomous leadership, and which is strongly focused on driving positive social impact and creating a real difference to the planet or to its citizens. I am willing to consider relocation within Africa, and internationally, and am also highly comfortable working in a remote environment.

Experience

22 years, 15 years at senior management/executive level. Global marketing and growth exposure with strong local insights, with a focus on developing countries. Track record of hyper turnover growth and brand equity development, as well as successful penetration of new markets. Added to this I possess significant own business and general management experience and knowledge.

Skills

Marketing plans, Branding, Franchising, Pricing strategy, Product management, CSR, Events, Digital marketing, Public relations, Promotions, Advertising, Market research, CX Design, Strategy, Sales, Business Development, Social media, General Management, Operations Management, Project management, Tally, Microsoft Office, Sugar CRM Sales force, SAP.

Career Overview

DATE	POSITION	COMPANY	INDUSTRY
January 2017 - Current	Growth and Strategy Consultant (Independent)	Self-employed (Africa wide)	Retail, Hospitality, Start - Ups, Tourism, Travel
July 2015 - December 2016	Group General Manager East Africa	Universal Group (Kenya)	Retail, FMCG, Wholesale
October 2012 - July 2015	Managing Director and Owner	Mercury Wave (South Africa)	Marketing Agency (Start - Ups, SME's)
January 2011 - September 2012	Africa Marketing Manager	Martin Engineering (USA)	Engineering
December 2008 - August 2010	Group Marketing Manager	Sigma (Oman)	Engineering
January 2006 - November 2008	Marketing & PR Manager	Simply Asia Holdings (South Africa)	Hospitality, Franchising
August 2002 - December 2005	Marketing Manager	Spinneys (United Arab Emirates)	Retail, FMCG
January 1999 - August 2002	Assistant Marketing Manager	Chamberlain Group (South Africa)	Retail, Building Materials/ Construction

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January 2017

GROWTH & STRATEGY CONSULTANT (INDEPENDENT)

Self Employed / Johannesburg, South Africa

Current

Role Description

- ↳ Strategy and growth advisor to CEO'S and business owners
- ↳ Business plan development and investment sourcing
- ↳ **Business Strategy** including Marketing, Sales, Communications, Growth, Operations and scaling strategy
- ↳ **Social responsibility** campaigns and initiatives (CSI)
- ↳ Market research (customer, competitor, feasibility studies, product development)
- ↳ Digital Strategy (SEM, SEO, PPC, Google adwords, Google analytics, Web)
- ↳ Covering **entire Africa region** with a focus on Botswana, Zambia, Tanzania, Kenya, Ghana, Nigeria, Mozambique, Rwanda, Uganda and South Africa

Achievements

- ★ Consistently generating annual turnover in **excess of R1,5 million**
- ★ Securing over **forty** marketing projects with start up's/SME's
- ★ Achieving average annual growth rates in **excess of 20%** for clients
- ★ Sourcing **over US\$250 000** in funding for start-up businesses

July 2015

GROUP GENERAL MANAGER EAST AFRICA (REPORTING TO UNIVERSAL BOARD IN ZAR)

Universal Group (South African MNC) / Nairobi, Kenya

December 2016

Role Description

- ↳ Develop **strategic business plan** and management thereof
- ↳ Market research on customers and competitors in Kenya, Tanzania, Uganda, Rwanda
- ↳ Business Development in Kenya, Tanzania, Uganda, Rwanda
- ↳ Sales force management across four countries
- ↳ Human Resource management across **four countries**
- ↳ Operational management across four countries
- ↳ **Financial management** across four countries (**Full P&L responsibility**)
- ↳ Stock management and warehouse controls across four countries
- ↳ **Marketing and Brand management** across four countries

Achievements

- ★ Acquisition of regional business to allow jump start into East African market
- ★ Generation of **US\$ 10 000 000** sales in first year of operation
- ★ Successfully recruiting key corporate clients (KFC, Steers, Innscor, Hilton, Ole Sereni)
- ★ Implementing new ERP, CRM and payroll systems (Salesforce, Tally)
- ★ Launch of **five Universal group companies** into East Africa region
- ★ Set up of business from scratch including office, showroom and warehouse sourcing in Kenya, Sudan and Tanzania
- ★ Setting up branches in Uganda and Rwanda
- ★ Developing a strong and **performance driven team culture**

Management

Head of the executive team responsible for management of **200+ staff** across four countries (HR, technical, operations, finance, marketing, sales)

Skills



October 2012

MANAGING DIRECTOR AND OWNER

Mercury Wave (Holistic marketing agency) / Nelspruit, South Africa

May 2015

Role description

- ↳ **Founder** and senior partner
- ↳ Developing and acquiring client base (**lead management and direct sales**)
- ↳ Securing retainer contracts as outsourced marketing department for SME's
- ↳ Handling all **financial management**
- ↳ Company presentations, launches and events
- ↳ Market research for clients
- ↳ **Business plans** for SME's
- ↳ **Marketing strategy**, advertising, PR plans, and editorials
- ↳ **Client Social Responsibility Initiatives**
- ↳ Social media implementation and management
- ↳ **Digital Marketing campaigns** and management

Achievements

- ★ Developed **unique 360 degree marketing** outsourced model
- ★ Generation of annual sales of **US\$ 4 000 000**
- ★ Conducted marketing projects for **over 50 SME's**
- ★ **Marketing ROI** consistently in **excess of 125%**
- ★ Recruiting and managing a **high performing team**, all of which operated remotely

Management

Full time employment of **11 marketing specialists**

January 2011

AFRICA MARKETING MANAGER (MATRIX REPORTING TO GLOBAL VP MARKETING IN USA AND MD AFRICA)

Martin Engineering Africa (Global Martin group) / Illinois, USA

September 2012

Role Description

- ↳ Africa Marketing leader
- ↳ **Africa wide** product development, pricing strategy, distribution, CRM, market & competitor research and analysis, market insights
- ↳ Management of Marketing function and distributors in **South Africa, Zambia, Namibia, Mozambique, Kenya, Tanzania, Ghana, Nigeria, DRC**
- ↳ Full responsibility for **marketing budget and strategy** including branding, advertising, PR, events and leads analysis
- ↳ Sponsorships, "Green" and Social Responsibility champion
- ↳ Assisting global business units with marketing advancements (**US, Mexico, Brazil, France and Germany**)
- ↳ Leads process initiation and management

Achievements

- ★ Total continent wide **brand refresh**
- ★ Reducing costs by cutting out need for advertising agency
- ★ Developed localised PR & Advertising strategy and product development & launch process, both **adopted as global best practice**
- ★ ROI best practice implementation
- ★ CRM prototyping and implementation (**Sugar CRM**)
- ★ **Recognized by Global President** for **marketing effectiveness** in 2012
- ★ Annual turnover growth in **excess of 30% per annum**
- ★ Successfully **growing business** from single country **to eight country operation**

Management

Member of the **senior management committee**. Responsible for direct management of **3 marketing team members** and matrix management of **twenty sales professionals**. Included management of **all agents and distributors in Africa** involving extensive continent wide travel.

Country Experience

UAE, Oman, Bahrain, Qatar, Saudi Arabia, Egypt, Germany, France, Brazil, USA, Mexico, Kenya, Tanzania, Rwanda, Uganda, Zambia, Mozambique, Namibia, South Africa, Botswana, Ghana, Nigeria, Malawi



December
2008

GROUP MARKETING MANAGER (REPORTING DIRECTLY TO GROUP CEO)

Sigma (Market leading supplier of engineering products) / Muscat, Oman

August
2010

Role Description

- ↳ **Rebranding** of corporate and divisional brands
- ↳ Responsibility for 5 divisional marketing strategies and plans covering **entire Gulf region** (UAE, Oman, Bahrain, Qatar, Saudi Arabia)
- ↳ Responsibility for **corporate strategy design**
- ↳ Marketing and Promotional plans for all 5 divisions
- ↳ Corporate Social Responsibility
- ↳ Press relations and PR, Social Media, Digital Marketing, Events, Advertising, Market research
- ↳ Full responsibility for marketing budget and **multi country team management**

Achievements

- ★ Appointed to the **senior management committee**
- ★ Group **Head of Department**
- ★ Introduction of revised distribution strategy **reducing costs by 11%**
- ★ Annual **revenue growth** in **excess of 30%**
- ★ Implementation and management of Salesforce CRM, **increasing customer loyalty by 35%**
- ★ Successful penetration into **three new countries** (Oman, Bahrain, Saudi Arabia)

Management

Direct supervision of **five marketing specialists in five countries** as well as matrix management of 25 sales engineers

June 2006

MARKETING AND PR MANAGER (REPORTING TO EXECUTIVE DIRECTOR)

Simply Asia Holdings (Premium franchise and hospitality group comprising over 40 restaurants in Southern Africa) / Cape Town, South Africa

November
2008

Role Description

- ↳ Responsible for **rebranding exercise** as well as all marketing expenses and income
- ↳ **Full responsibility** for **national marketing budget**
- ↳ Direct liaison and management of advertising agency
- ↳ Responsible for **increasing customer count and spend**
- ↳ Responsible for development and roll out of **franchisee business model**
- ↳ Responsible for development of franchise marketing plan
- ↳ Event management, PR, Events, Social Media, Market research, Digital marketing, CSR

Achievements

- ★ Multiple positive ROI promotional campaigns (**in excess of 125%**)
- ★ Recognised by Biz Community as **"Brand face of 2006"**
- ★ **Increased** number of outlets from ten to **over forty in 2 years** across all provinces in South Africa
- ★ Achieved sales growth in excess of **50% per annum**
- ★ Direct bottom line profitability **increased by 28%**

Management

Direct supervision of **5 marketing staff** along with matrix supervision of **operational team**, including monitoring and management of franchisee performance (extensive national travel)

EDUCATION

1.) University of Cape Town (UCT)

- Bachelor of Social Science with double major in Economics and Psychology (1999)
- Awarded rugby scholarship
- 1st team rugby
- South African Universities week

2.) The University of South Africa

- Bachelor of Commerce Degree with double major in Marketing and Business Management (2002)
- Distinction obtained in both majors

3.) Senior School - Michaelhouse, Natal, South Africa (1993)

- Awarded academic scholarship
- Awarded academic honours
- Awarded sporting honours
- Captain of rugby and cricket
- Natal Schools Rugby
- Head of School

4.) Finance for non-financial managers course (2014)

5.) Digital Marketing Certificate (2018)

6.) Certified Life Coach (2021)

Languages

- 🗣️ English (native)
- 🗣️ Afrikaans (fluent)
- 🗣️ Zulu (limited)
- 🗣️ Swahili (limited)
- 🗣️ Arabic (basic)

August 2002

December 2005

MARKETING MANAGER (REPORTING DIRECTLY TO CEO)

Spinneys Dubai LLC (Premium food retail/FMCG Company with over fifty outlets across five countries in the Middle East) / Dubai, UAE

Role Description

- ↳ Full responsibility for regional marketing strategy, budgeting and ROI
- ↳ Responsible for marketing function and teams in Dubai, Abu Dhabi, Fujairah, and Oman
- ↳ Liaising with ad agency on corporate image, advertising (both above and below the line).
- ↳ Personally handling all PR such as press releases, and television & radio interviews
- ↳ Developing relationship marketing, market analyses, competitive analysis, marketing plans
- ↳ Coordination of Dubai Shopping festival.
- ↳ Events, Social Media and Digital marketing
- ↳ **Head of department**
- ↳ **Corporate Social Investment, Green Initiatives**

Achievements

- ★ Being part of the team that doubled the number of outlets under Spinneys management in 3 years, increasing turnover by 100% per annum and more importantly more than doubling market share and profitability
- ★ Successfully capturing the large Asian community and affluent Arabic community through targeted campaigns (which was a primary driver in Spinneys sales growth)
- ★ Spinneys won the 2005 "Gulf Marketing Effectiveness" award for a medium size firm
- ★ Spinneys won the Gulf Brand of the Decade award

Management

One of 6 members of the Spinneys senior management team. Responsible for managing a 4 person team of marketing specialists at head office plus managing marketers in Abu Dhabi and Muscat, Oman

January 1999

August 2002

DIY MANAGER AND ASSISTANT MARKETING MANAGER (REPORTING TO BRANCH MANAGER AND MARKETING MANAGER)

Chamberlain Group, South Africa (Established in 1903, the Chamberlain group is the largest and most profitable independent supplier of building materials and hardware in South Africa) / Pretoria, South Africa

Role description

- ↳ New product listings and introductions for DIY market including Range rationalisation
- ↳ Stock taking and monitoring
- ↳ Human resources
- ↳ **Customer relations**
- ↳ **Above and below the line advertising** including promotional campaigns
- ↳ Budgeting and sales management
- ↳ Export sales into **SADC region** (Mozambique, Tanzania, Zambia, Namibia)

Achievements

- ★ Elected to the Chamberlains management committee consisting of the 8 senior members of the company
- ★ Introduction of JIT ordering system reducing stock holdings by over 30%
- ★ Increasing both customer count and spend by over 20% per annum

Management

The direct supervision of 21 sales, purchasing and merchandising staff

Personal Attributes

Team Player

Culturally Sensitive

Creative

Self-Motivated

Personable

Dynamic

Approachable

Trustworthy

Professional

Resilient

Current Interests And Activities

Sports

- Mountain Biking
- Hiking
- Canoeing

Interests

- Reading
- Music
- Culture
- Travel
- Wildlife
- Outdoor Activities
- Philosophy
- Humanitarian Initiatives
- Green Initiatives

TESTIMONIAL REFEREES

Detailed list of reference contact details and supporting reference letters available upon request