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| **Elsie** | [**Elsie.354146@2freemail.com**](mailto:Elsie.354146@2freemail.com) |

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**Financial / Administration /Operations - Business Professional**

**Snapshots:** Dynamic, proactive, detail-oriented, multi-tasking and results focused professional with over 18 years experience across Finance & Accounts, Merchant Banking, Client engagement, Operational development, policy formulation, Regulatory compliance as per International Financial Reporting Standards (IFRSs) and System & Procedure Evaluation; Proven track record of implementing successful financial management strategies to support corporate mandate; Possessing valuable insights, keen analysis and team approach to implement best practices used in financial Accounting & Business management, adept at working in high pressure environments with strict deadlines and multiple deliverables

**Operations / Managing Director level success across Financial Services, Property & Private Sector for Infra Service Delivery Administration /Operations and driving revenue growth initiatives, utilizing strong technical and operational skills**

**History of Excellence in…**

Strategic Planning & Business Vision ~ Operational Development ~ Export/Import ~ Banking & Forex Management ~ Sales & Marketing Management ~ Foreign Trade ~ HR Management ~ Corporate Lending ~ Merger & Acquisition ~ Property Finance ~ Risk Management ~ Business Development ~ Advertising/Branding ~ Negotiation Skills ~ Problem Solving Skills

**Leadership Strengths & Highlights**

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| **Sales, Marketing & HR Service Delivery** | Solutions-oriented, expert in driving business development strategy and multiple high value Marketing projects, managing delivery for large & complex deals, deploying technology to build successful solutions and services for clients, ensuring delivery within assigned time, budget & quality parameters as well as exceeding client/business expectations |
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| **Multi-Cultural Work Exposure** | Over11 years experience in negotiating (payment and trade terms) and closing Distribution Agreements with Suppliers abroad in South Korea, Qingdao China, Shanghai, Taiwan. Successfully, architected, designed, built and managed complex technology platforms in complex multicultural environment |
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| **People / Talent Supply Chain Management** | Demonstrated ability to create and maintain an optimal supply chain of people to meet the current people needs of the business; A Transformational and People-oriented leader with a ‘people-first’ attitude, skilled in driving, mentoring, coaching, developing resources; Efficiently developed a ‘service-culture’ approach in The Workz Africa and Jetseal S A (Pty) Ltd, South Africa |
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| **Business Acumen** | Expert in Corporate Lending, Risk Finance, Property Finance, Investment Banking, Foreign Trade Terms, Mergers, Operational Development, Marketing Campaigns and Facilities Expansion; Advertising/Branding, Accounting, Administrative, Payroll, Costing, Banking, Forex/Pricing and legal issues; Successfully designed & implemented technical solutions, delivering a strong ROI |
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| **Client Engagement** | Highly organized and client-focused, having outstanding skills in interacting with clients, understanding their requirements and accordingly devising customized solutions, thereby maintaining complete client satisfaction and creating repeat business opportunities |
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| **Liaison & Coordination** | Effectively communicating, coordinating and collaborating with executives, senior management, customers, business partners and stakeholders; Successfully bridge the communication gap among business groups; Gelling with flair to continuously upgrade knowledge with cutting edge and emerging trends in Business management system; carries an unsullied image of integrity and honesty; possessing positive, helpful and cheerful personality |
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| **Team Building & Leadership** | Confident, hardworking, visionary & decisive leader, noted for sound, practical management style and excellent organization, communication, presentation & interpersonal skills; Proven ability to lead and motivate large cross-functional and multi-cultural teams to maximize productivity, ensuring technical solutions meet business requirements |

**Selected Value-Offered Highlights**

* Demonstrated expertise in establishing company brand and building strong client loyalty
* Successfully managed merger of two subsidiary companies under the umbrella of Holding Company
* Sound experience in developing and implementing policies and procedures for internally strengthening security, debtors, HR and Formulating/ implementing innovative performance appraisal system
* Instrumental in introducing In-House finance for clients as additional service thus generating additional revenue
* Successfully established new branches nationally and placed suitably - keeping in mind the geographical condition
* Appreciated by the management for creating 'Brand Awareness' by carefully selecting correct mediums of advertising

**Professional Experience**

**The Workz Africa, Cape Town, South Africa~ Dec 2013 - Onwards**

**Operations Director (Reporting to the Shareholder & other board member)**

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| **Company Brief** | The Workz Africa is an Importer and Distributor of Print Finishing Products, lamination/binding consumables, equipment and tools. Its products and services include Printing Services, Electrical & Electronics Products, Machines, Packaging Machines and Software |

**Key Highlights:**

* Successfully established company brand and built strong client loyalty

**Key Responsibilities:**

* Heading a team of 10 and managing Research & Development Market Share
* Consulting with clients Nationally into Africa and Sub-Saharan African Countries
* Responsible for negotiation of terms, distribution and pricing agreements with suppliers internationally
* Involved in Research and development of strategic alliances with clients offering suitable technical solutions and products
* Managing the full accounting function, Planning and implementing strategy to increasing Market Share and overseeing Daily Operational requirements
* Responsible for managing all legal registrations with governing bodies and tax requirements as advised by auditors

**Jetseal S A (Pty) Ltd, South Africa ~ Feb 2006 – Jul 2013**

**Financial Director (Reporting to the C.E.O)**

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| **Company Brief** | Jetseal S A (Pty) Ltd imports and distributes laminating machines and films, binding machines and combs, ID accessories and related tools and stationery products throughout Africa |

**Key Highlights:**

* Successfully managed Merger of two subsidiary companies under the umbrella of Holding Company
* Applauded for formulating policies and procedures for internally strengthening security, debtors and HR

**Key Responsibilities:**

* Responsible for maintaining accounts up to Balance Sheet for Group Nationally (JHB, DBN, CT)
* Arranging Group Facilities with Banker (annual group renewal) and structuring exposure ie.VAF's, Bonds, FEC's, Forex Spot Rates, LC's, DA Contracts & ID Facility
* Entrusted with the responsibility of handling Daily Forex Trade with Suppliers, Asia, Europe, negotiating better pricing and terms
* Key person for costing and cost analysis of all shipments
* Monitoring activities of the group engaged in Financial, HR (Recruitment & payroll), Operational & Logistical Requirements
* Responsible for the compilation of all budgets, targets and finalization of strategies in conjunction with Management Team for quarterly & financial Year-end board collaboration

**Jetseal S A (Pty) Ltd, South Africa ~ Feb 2003 – Jan 2006**

**Group Accountant (Reporting to the Financial Director)**

**Key Highlights:**

* Successfully devised and implemented innovative performance appraisal system

**Key Responsibilities:**

* Assigned responsibility of daily accounting for the Group up to Balance Sheet including debtors, creditors, payroll, vat, HR & Disciplinary Hearings

**Jetseal S A (Pty) Ltd, South Africa ~ Feb 2000 – Feb 2003**

**National Sales Manager (Reporting to the Managing Director)**

**Key Highlights:**

* Commended for devising and implementing Sales/Marketing Technical Manuals & Policies/Procedures
* Successfully introduced and implemented In-House finance for clients as additional service thus moving high inventory asset value items, and generating additional revenue
* Instrumental in establishing new branches nationally and suitable geographical placing
* Appreciated by the management for creating 'Brand Awareness' by carefully selecting correct Mediums of advertising

**Key Responsibilities:**

* Identifying new business opportunities for bsiness expansion and achieving revenue generation
* Assigned responsibility of motivating and training sales staff nationally (CT, Jhb, Dbn, BFN)
* Handling all Sales & Marketing activities including the compilation of budgets and setting targets
* Arranging Shows & Exhibitions, keeping up to date with Market Trends & Segmentation, supply & demand factors
* Analyzing the market trends & segmentation, supply/demand factors and managing Recruitment and traning of staff
* Actively involved in the geographical placing, premises, recruitment & selection of staff and systems implementation
* Responsible for inventory selection per region and arranging finance for assets, equipment and vehicles
* Negotiating distribution contracts with new distributors, nationally as well as buyers of retail outlets
* Responsible for all PRO/Events co-ordination and coordinating with attorneys for legal drafting of finance agreements

**Previous Assignments**

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| **Organization** | **Designation** | **Duration** |
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| Salesmark Recruitment | Financial Services Recruitment Consultant | 1998-2000 |
| Sasfin Trade Finance (Pty) Ltd | Head Of Operating Rental Finance Division | 1997 - 1998 |
| Cape Laminate | Owner | 1996 - 1997 |
| Metboard Investments | Broker Consultant | 1994 - 1996 |
| Investec Bank Ltd | Head of Marketing Assistants | 1992 - 1994 |
| Property Developer Fair Cape Homes | Office Administrator & PRO | 1988 - 1997 |

**Credentials**

**Academics:**

* Marketing Management, 1st Class, Damelin Management School, 1993
* B. Comm – Management, University of South Africa, 2001- RPL Program (Introduction to Business Management, Business Management 1 & 2, Commercial Law, English Communications)

**Accreditation:**

* Accounting Packages - Sage Pastel Express V14.06, 2013-2017
* Accounting Packages- Pastel V11 + Pastel Payroll '14, 2000-2013

**Membership**: IPSC- Registered Affliate Member, Institute of Personnel Service Consultants,2006

**IT Skills:** Proficient with the use of MS Office Tools, Sage Pastel Express V14.06, Pastel Version 11 & Pastel Payroll

**Personal Details**

* **Date of Birth** : 8th Jan 1970
* **Languages Known** : English, Afrikaans
* **Nationality** : South African
* **Visa Status** : 90 day visit visa
* **Address** : 402, Linken Park, Miracle Gardens, Dubai
* **Location Preference:** Dubai

**~ References Available Upon Request ~**