

HENDRIK ROSSOUW

SENIOR EXECUTIVE

PROFESSIONAL PROFILE

Senior Management Professional with over 26 years working experience.

I am a loyal, confident and dedicated employee, who understands business in South Africa, as well as on an International level due to my 15 year+ exposure to -and experience with international business relationships, strategic partnerships locally and abroad, other business ventures, projects and partnerships. I have also dealt with businesses, distributors and sales agents in Africa (SADC Region) for 17 years.

I have Board experience, vast knowledge of BBBEE legislation and implementation, Human Resources Management & Labour Legislation (Including recruitment & KPA management), regulatory affairs (POPIA, GDPR, SAHPRA) as well as ISO Certification, management and implementation (ISO 9002, ISO 13485).

Professional Membership:

- Professional Board of Medical Technology: Microbiology (1997)
- HPCSA Medical Technologist Registration MT 0071943 (1997)
- HPCSA Additional Qualification: B-Tech Degree (1998)
- CIPRO Registration: Managing Director - Hain Lifescience SA (Pty) Ltd (2012) (Resigned)
- CIPRO Registration: Director – Advanced Diagnostic Solutions (2018) (Resigned)
- CIPRO Registration: Director – Lifescience Solutions Africa (2019) (Resigned)
- CIPRO Registration: Managing Director – InterScience Biomedical Group (Pty) Ltd (2019)

WORK EXPERIENCE

GENERAL MANAGER

The Scientific Group

Ascendis Medical

Sept 2020 – Current: (Please do not contact my current employer)

MANAGING DIRECTOR (Owner)

InterScience Biomedical Group (Pty) Ltd

2019 – Current

MANAGING DIRECTOR (MD)

Hain Lifescience SA (Pty) Ltd

March 2009 – August 2019 (10 years and 7 months)

Positions Held at Hain Lifescience SA (Pty) Ltd

- Managing Director: Hain Lifescience SA (Pty) Ltd
- Director: Advanced Diagnostic Solutions (Pty) Ltd
- Director: Lifescience Solutions Africa (Pty) Ltd
- General Manager: Hain Lifescience SA (Pty) Ltd

Key Areas as Managing Director: Hain Lifescience SA (Pty) Ltd

- Full Human Resource (HR) Management function – Reporting to HR in German Office.
- Overall Financial Management which included signing and overview of annual audited financial reports, investment management and signing rights on all accounts.
- Corporate Governance
- International Supplier Relations
- Corporate Strategy: International & Local
- Marketing & Sales Strategy – Full Function
- Administration & Regulatory Affairs
- BBBEE Regulation Management
- ISO Certification Management
- POPI & GDPR Acts
- SAHPRA compliance



CONTACT



Centurion, Gauteng – South Africa



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EDUCATION

❖ Senior Secondary Certificate (Matric)

Eldorado High School – 1990

❖ National Diploma: Biomedical Technology

Tshwane University of Technology - 1996

❖ Degree: Baccalaureus Technologiae: Biomedical Technology (Cum Laude)

Tshwane University of Technology - 1998

❖ Degree: MBA/MBL

UNISA SBL (School of Business Leadership) - 2020

Dissertation:

"Market Entry Barriers Experienced by South African Wine Producers Engaged in International Trading and Globalisation"

❖ Harvard Business School

Strategy Program

Completed: Economics for Managers – 2021

WORK EXPERIENCE

Reporting Structure (Reported Directly to me): Hain Lifescience SA (Pty) Ltd

- Operations Director
- Marketing Manager
- Sales Manager
- Financial Manager

Functions & Responsibilities as Managing Director: Hain Lifescience SA (Pty) Ltd

- Managed the hiring, supervision and administration of benefits for all staff. Provided leadership to assist staff into functioning as a team.
- Managed and maintained a productive, cost-effective, safe and legal workplace.
- Ensured the affairs of the company are administered in accordance with internal and external (international) policies.
- Provided information, history, continuity, support and guidance to the organisation’s Head Quarters in Europe.
- Oversaw the research and drafting of discussion papers, analysis documents and proposals as needed to assist Head Quarters in determining and meeting its long- and short-term goals.
- Provided leadership and vision to the organisation by assisting Head Quarters and staff with the development of long term and annual plans, as well as with the evaluation and reporting of progress on plans.
- Oversaw the preparation of annual reports summarising the progress on short- and long-term plans.
- Ensured representation of the company at conferences as well as keeping Head Quarters and staff informed of co-operations and other relevant issues and activities.
- Provided vision regarding overall financial health of the company.
- Oversaw and lead long-range fiscal planning to ensure the continuity and solvency of the company. Provided recommendations regarding effective utilization of long- and short-term debt, including refinancing and purchasing/sales.
- Oversaw the preparation of the annual budget, regular variance statements and the annual audit. Provided recommendations regarding investments and cash strategies on a continuous basis.
- Developed and presented standardized training to laboratory personnel and other target groups as the need arose. Participated in and improved sales of equipment, reagents and other consumables through educating customers on new products in the company’s range as well as better use of the company’s products already in laboratories through strategic marketing activities.
- Established a regional training laboratory in South Africa for all existing and future customers.
- Managed the coordination and supervised research studies as required by Head Office as well as research-based customers and educational entities.
- Oversaw the planning and organising of congresses as well as acting as head company representative at these congresses.
- Developed and executed the company’s business strategies in order to attain the goals of the board and shareholders.
- Assumed full accountability to the board for all company operations.
- Liaisons with Board of Directors to make sure all efforts are aligned.
- Developed CSP (Corporate Strategic plan) and APP (Annual Performance Plan)
- Prepared and implemented comprehensive business plans to facilitate achievement by planning cost-effective operations and market development activities.
- Identified, mitigated and managed all operational risks.
- Internal and external communications management. Management of processes, standards, regulations and transformation like Administration & Regulatory Affairs, BBBEE Regulation Management, ISO Certification Management and Implementation, POPI & GDPR Acts, SAHPRA
- Built and maintained an effective management team by designing and implementing KPA’s.
- Formulated and implemented company policy.
- Overseeing operational efficiency of the company.
- Researched and analysed the industry, market, and competitors to make informed strategic decisions on a continuous basis.
- Created initiatives to take advantage of market opportunities, reduce operational threats, forestall business risks, maximise core strengths.
- Identified core competencies and defined operational goals and KPI’s of the organisation.

MARKETING MANAGER

Davies Diagnostics Pty (Ltd)
2002 – 2009

Positions Held:

- Marketing Manager (2006 – 2009)
- Area Manager (2004 – 2006)
- Sales Representative (2002 – 2004)

Professional Development Courses:

- European Society of Human Reproduction and Embryology: Andrology Course
- IMM Accredited Sales & Marketing Management
- IMM Accredited Marketing Management
- Damelin Financial Management for Non-Financial Managers

SKILLS



Strategic Specialist Skills:

- Business Management & Planning
 - ✓ Business Development
 - ✓ Business & Information Analysis
 - ✓ Change Management
 - ✓ KPI Achievement Management
 - ✓ Performance Management & Analysis
- Forex Related Business
- Import / Export & Distribution
- International Business
- Marketing Management
 - ✓ Brand Management & Development
 - ✓ Industry Analysis & Research
 - ✓ Market & Competitor Analysis

Specialist Management Skills:

- Business Operations Management
 - ✓ Business Process Improvement
 - ✓ Reducing Operational Threats and Forestall Business Risks
- Financial Management
 - ✓ Budget Management (excess of R 65m per annum)
 - ✓ Investment Management
 - ✓ Maximising Company Profitability
- Sales Management
 - ✓ Performance Management & Analysis
 - ✓ Pricing Policies & Discount Models
 - ✓ Relationship Development
 - ✓ Sales Team Management
- Stakeholder Management
- Human Resources Management
 - ✓ Management Team Development

WORK EXPERIENCE

Functions & Responsibilities as Marketing Manager: Davies Diagnostics Pty (Ltd)

- Managed all marketing for the company and activities within the marketing department.
- Developed the marketing strategy for the company in line with company objectives.
- Directed, planned and coordinated all marketing efforts.
- Liaised with international suppliers with regards to International Marketing campaign strategies
- Developed a pricing strategy that maximized profits and market share, considering customer satisfaction.
- Co-ordinated marketing campaigns with sales activities and lead generating efforts.
- Overseen, created and published all marketing material in line with marketing plans.
- Planning and implementing promotional campaigns.
- Managed and improved lead generating campaign and implemented result measurement strategies.
- Overall responsibility for brand management and corporate identity. Building brand awareness and positioning.
- Prepared online and print marketing campaigns.
- Monitored and reported on effectiveness of marketing communications.
- Worked closely with design agencies and assisted with new product launches.
- Maintained effective internal communications to ensure that all relevant company functions were kept informed of marketing objectives.
- Analysed potential strategic partner relationships for company marketing.
- Identified new customers.
- Created promotions with advertising managers.
- Understood and developed budgets, including expenditures, research and development appropriations, return-on-investment and profit-loss projections. Oversaw the company's marketing budget.
- Product management
- Organised company conferences, trade shows, and major events.
- Evaluated and maintained a marketing strategy, long -and short term.
- Researched demand for the organization's products and services.
- Ongoing competitor analysis
- Managed social media, public relation efforts, and content marketing.
- Sales career: 2002 – 2006. Sales to customers: Microbiology, Serology, Virology, Veterinary, Animal Health, Food Industry. Export sales to SADC Countries.

SENIOR MEDICAL TECHNOLOGIST

SANDEF Microbiology Dept
1995 - 2001

Positions Held:

- Senior Medical Technologist (1998 – 2001)
- Medical Technologist (1995 – 1998)

Functions & Responsibilities:

- Supervised and performed tests on various microbiological activities on a daily basis.
- Maintained knowledge on various testing methods.
- Performed laboratory analysis on all materials after appropriate sterilization.
- Performed various cultures of microorganisms.
- Monitored all physiological and morphological characteristics and identify microorganisms.
- Developed and prepared documents for laboratory protocols.
- Maintained accurate records and performed tests on all activities conducted in the laboratory.
- Developed and documented various microbiology laboratory processes and prepared final reports.
- Maintained purchase orders for all laboratory processes and monitored inventory.
- Isolated and cultured bacteria or other microorganisms in prescribed media, controlling moisture, aeration, temperature, and nutrition.
- Performed tests on water, food and the environmental samples to detect harmful microorganisms and to obtain information about sources of pollution and contamination.
- Examined physiological, morphological, and cultural characteristics, using microscope, to identify and classify microorganisms in human, water, and food specimens.
- Provided laboratory services for health departments, for community environmental health programs and for physicians needing information for diagnosis and treatment.
- Investigated the relationship between organisms and disease, including the control of epidemics and the effects of antibiotics on microorganisms.
- Prepared technical reports and recommendations based upon research outcomes.
- Used a variety of specialized equipment such as electron microscopes, gas chromatographs and high-pressure liquid chromatographs, electrophoresis units, thermocyclers, fluorescence activated and cell sorters.
- Special skills: Antibiotic Resistance Specialist; Andrology Specialist

ADDITIONAL SPECIAL INTEREST QUALIFICATIONS



Cape Wine Academy (CWA) courses:

- Preliminary Wine Course
- Certificate Wine Course
- Diploma (Current studies)

WOSA - Online South Africa
Wine Education Course

COMPUTER



- MS Office Suite
 - ✓ MS Excel; MS Outlook; MS PowerPoint; MS Publisher; MS Word
- Pastel Partner & Evolution
- Sage Online
- SAP Integration
- Caseworks

REFERENCES



Casper van Zyl

CJ van Zyl Auditors
Managing Partner
082 338 2495

Anton Bakker

Anton Bakker Consultancy
Managing Director
082 334 2531

PERSONAL



Surname: Rossouw

Name: Hendrik Gabriel (Hennie)

ID: 720617 5068 085

Nationality & Gender:
South African Male

Willingness to Relocate: Yes

Driver's License: Yes

Criminal Record: No

Languages: English & Afrikaans