



Ross Smith Profile

Ross is a seasoned guru, specialising in various industries. With over 13 years' experience in Financial / General Management, as well as 8 years' experience in Business Strategy and Transformation projects, he is an all-rounder in his field. Ross carries robust process facilitation, project management, and business development strategy skills. With strong commercial / financial acumen, a good understanding of controls, process and systems, his ability to provide sound and quality solutions is astounding.

Whilst being multi-skilled in different industries, such as pharmaceuticals, sports, branding, retail and automotive, his key focus revolves around B-BBEE Advisory, Coaching and Mentorship of SMMEs, General Business Strategy, and New Business Development. In his capacity as a Development Funding Specialist, he is tasked with assisting SMMEs in the acquisition of funding and/or completion of funding applications. He is also responsible for engaging potential funders across multiple disciplines throughout South Africa.

Some of Ross's accomplishments include:

- Chairman of SA Sporting Goods Association (SASGAM) – 4 years
- Board member for American Chamber of Commerce (AMCHAM) – 2 years
- Vice-chair of AMCHAM Transformation Forum (2020)
- Establishment of treasury & financial management systems for Novo Nordisk
- Held roles as the Financial Director and Managing Director at Nike, providing continuous double-digit revenue growth and significant EBIT growth.
- Part owner of Ukusa Brandhouse, a startup business for the sale of retail brands such as Nike, Levis footwear, FIFA and Champion Apparel, Edgars, and Foschini without trials in the market

Ross's key strengths and passions are to coach & mentor medium-sized businesses to ensure their sustainable growth and success.

Ross Smith Fast Facts

Position: Development Funding Specialist:
Development Services

Nationality: South African

Languages: English

Qualifications:

- B. Comp Hons. & C.A.(S.A.) (UCT, UNISA and SAICA)
- Completed Articles (3yrs) + 1.5 years as Audit Manager

Expertise/Key Skills:

- Extensive Strategy, brand building, business development, retail, business transformation & general management experience Reporting
- Deal making and negotiation
- Working with start-ups and restructures plus JV's and Disinvestments
- Knowledge of Pharmaceutical, Sports, Branded Apparel and Footwear, Retail and Automotive Industries
- Business Leadership / Mentorship
- Strategist and Advisor
- Transformation & BBBEE Expert