

Professional Experience

Business Consultant, Leadership Author & Online Educator

United Arab Emirates | Mar 2024 – Present

- Providing strategic advisory and business consulting services focused on management, operational improvement, transformation, and leadership development.
- Delivering online English and business skills education to adult learners, with a focus on communication, clarity, and applied workplace language.
- Building a professional author platform centred on modern leadership frameworks and executive capability development.
- Developing publication-ready articles and thought leadership content for global mid-tier and peer-reviewed business platforms.
- Actively engaging in post-MBA research and leadership framework development, including the creation of Modo Leader™, SPACE-C™, and ModoSphere™.

Founder & Owner - Doug & Co (Artisanal Deli)

Panama | July 2021 – Feb 2024



- Founded and operated a successful deli business in Panama.
- Designed and executed marketing, processes, procurement, operations, and customer service, and developed loyal clientele.
- Sold business in 2024 to move to UAE.

General Manager - Messaging Software Solutions (MSS)

Parent Company of 4 warn security

Benoni, South Africa | May 2010 - Jan 2021



Simultaneously served as Director of 4-Warn Security

4-Warn Security, a strategic division launched under MSS

Benoni, South Africa | Jan 2018 - Jan 2021



Led MSS operations, strategy, and client delivery, while launching and managing 4-Warn Security as a strategic subsidiary business unit. Combined commercial oversight, technical execution, and hands-on leadership across both business units.

MSS Key Achievements:

- Directed strategy, operations, and cross-functional teams, improving service delivery and internal efficiency.
- Led ISO 9001 QMS certification and embedded process improvements across the business.
- Managed large-scale B2B rollouts, platform migrations, and client onboarding.
- Designed internal SOPs and live KPI dashboards to improve service tracking and accountability.
- Oversaw budgets, procurement, and stakeholder relationships.
- Delivered in-house training and team mentoring to upskill staff and reduce dependency.

4 Warn Security – Division Launch & Oversight:

- Co-founded and led 4 Warn Security, growing it into a leading provider in Benoni.
- Recruited and managed all staff: armed response, control room, and technical.
- Designed and launched CELL PANIC, a mobile-based emergency response service.
- Formed a partnership with SAPS to deploy a police-linked plate recognition system.
- Introduced community outreach, pro bono security for NGOs, and CSR drives.
- Led paper-reduction and operational sustainability initiatives.
- Delivered competency-based adult training, including English support for staff.
- Implemented tech-driven dashboards to improve patrol coverage and incident response.



Summary

Versatile strategic leader with 25+ years of experience across operations, transformation, and cross-functional leadership. Proven success in senior roles across various industries, including security, technology, retail, business consulting, and services.

Recognised for leading growth, driving change and transformation, developing leadership frameworks, and publishing executive-level insights and tools.

Experienced in training in person and online, and “train the trainer” environments. Also recognised for modern leadership, negotiation,

Skills

- Operational leadership & optimisation
- Organisational transformation & change
- End-to-end project & programme delivery
- Business process improvement
- Change management & culture alignment
- Leadership framework design
- Employee training & “train-the-trainer”
- Online English teaching
- Online support for Diploma/Degree students
- Thought leadership & article authorship
- Cross-functional team leadership
- Stakeholder engagement
- Business Negotiation
- Strategic Planning
- Service innovation
- Digital product design
- Excellence in “Soft Skills”: the human touch

Languages

ENGLISH Native ★★★★★
AFRIKAANS ★★★★★

Nationality

South African with UAE residency
Currently on freelance Visa

Professional Experience Continued



Technical Manager - Messaging Software Solutions

Benoni, South Africa | July 2008 - Apr 2010

- Promoted after success as assistant manager; led software installation, client integration, and technical team oversight and maintenance.
- Supervised client rollouts, trained key staff, and created SOPs to streamline support and service workflows.
- Managed, planned, and coordinated all technical teams, stock control.



Assistant Technical Manager - Messaging Software Solutions

Benoni, South Africa | Oct 2006 - Feb 2008

- Assisted in day to day operations - Promoted to Technical Manager.
- Provided staff training inhouse.
- Customer training and customer service liaison.

Early Career *more info available on request



Store Manager - Sounds Great

Boksburg, South Africa | Jan 2002 - Jun 2006

- Daily operations, budget, recruitment, cashflow, procurement, sales targets.



Assistant Manager - Foto Cats / Iser Digital

Boksburg, South Africa | Aug 2000 - Dec 2001

- Promoted into position - floor and corporate sales, stockroom, staff roster.



Photographic specialist & Sales Consultant - Foto Catz / Iser Digital

Boksburg, South Africa | Jan 1998 - July 2000

- Daily duties, floor sales.

Education



European International University - Paris (online) * in progress *

Candidate - Doctor's Degree Business Admin. - DBA - Expected Graduation end 2027



Edinburgh Business School, Heriot-Watt University

- Master of Business Administration - MBA, | 2025
- Postgraduate Diploma - Intermediate award in Business Administration | 2025
- Postgraduate Certificate - Intermediate award in Business Administration | 2024



AR Training Academy | 2016

- Quality Management Systems (QMS 9001) - ISO 9001 QMS Lead Implementor
- Quality Management Systems (QMS 9001) - Systems Internal Auditor
- Quality Management Systems (QMS 9001) - Requirements & Implementation



Certifications

SAPS - South African Police Service

- Firearm Competency to possess: Self-loading Rifle, Carbine & Shotgun (2018) Credential ID 0615835-8
- Firearm Competency to possess: Self-loading Handgun (2015) Credential ID 0621863-6

PSIRA - Private Security Industry Regulatory Authority

- GRADE A Registered 2017

An Crime Force Training Academy

- Security Grade A (2017)
- Security Grade B (2017)
- Security Grade C (2017)
- Security Grade D (2017)
- Security Grade E (2017)

SAMSA - South African Maritime Safety Authority

- Skipper Category R (vessel > 9m)

Community Engagement & Social Impact

- Conducted public safety events in partnership with CPF and SAPS.
- Hosted free security awareness sessions.
- Hosted free seminars on waste and recycling for local residents in Benoni.
- Supported neighbourhood watch efforts.
- Supported local waste recycling plant as part of 4-Warn's sustainability plan.
- Raised funds and supported:
 - Local orphanages.
 - Local senior centres.
 - Local animal shelters.

Strategic Business Leader | General Manager
Transformation/Change & Execution Specialist | MBA (2025)



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