

General Manager

Noel Naylor

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| **Executive summary**  Experienced revenue driven professional with an outstanding record of innovation and motivations offering 26 years within chemical sales and marketing environment, of which 16 years has been in analysing, developing and managing marketing and sales within the Africa continent and Indian ocean islands  Presently based in Johannesburg South Africa in the position of a General Manager for Junaco Trading Enterprise Pty Ltd a South African branch of Junaco group of companies with its head office in Tanzania, I currently service the group of companies through sourcing from South Africa products, equipment as well project engineering contractors or service providers.  *I* am currently also a member of a project steering committee for establishing a $130 Mil chemical facility in Tanzania, actively involved in the project as the technical, marketing and logistics project advisor.  Career Objective  “To obtain a contractual position with a reputable organization where my qualifications, experience, skills and ability to oversee various business activities and operations will be utilized to ensure that business visions, mission and both short and long term objectives deadlines are met”.  **Contact**  PHONE: *:( +27) 81 8621891*  EMAIL: *noel@junacogroup.com*  **Hobbies**  *Personal time involves spending valuable time with my wife, family and friends whether it’s a social event or sport activities such as golf, cycling, hiking or walking. The closest thing to having a hobby is spending time working in my garden.*  **GENERAL INFORMATION**  EE/AA Status: White Male  Language: English/Afrikaans – Speak, Read and Write  Driver’s License: Yes (Code-8)  Nationality: South Africa  Age: 52(1967-12-03)  ID: *6712035133085*  **SKILLS** **Industry Skills**  * Chlor alkali Chemical Manufacture & Supply * Water treatment chemical manufacture & Supply * PGM Refining  **Commercial Skills: Marketing & Sales**  * Product sales forecast * Budgeting * Managing sales budget * Analyzing sales Performance * Market Research * Market Analysis * Drawing up of Contracts * Negotiating contract terms * Managing Pricing * Managing Margins * Managing Product Mix * Developing New Markets * Customer Centricity (Focus) * Completing Tender Bids * Export Sales Process * Export Documentation * Legal & Regulations  **Technical Skills**  * Technical Report writing * Process Parameters * Providing sound technical advise * Sourcing of chemicals * Sourcing of Equipment * Product testing * Technical solutions * Technical sales   **Project Skills**   * Project CAPEX evaluation * Discounted Cash Flow (NPV) * Project IRR Evaluation * Facilitating project workshops * Project Management   **Core Skills**   * Self-Starter * Integrity * Interpersonal Skills * Planning * Organizing * Communication * Problem Solving * Work Ethics * Work Protocols   **Computer Skills**   * Word Document * Outlook * Power Point Presentations * Excel Spreadsheets * Financial IT models * Internet Search Engines | **QUALIFICATIONS AND CERTIFICATION**   * University of Wales MBA – Correspondence via. TWR R.S.A 2004 * ND Project Management – Damelin College 1998 * NHD Chemical. Engineering – TWR R.S.A 1994 * ND Chemical Engineering – Vaal Triangle Technikon * ND Business Management – Executive Business School 1988   **KEY ACHIEVEMENTS AND SUCCESS STORIES**  **Project Initiative: 45TPD chlorine production facility in Tanzania**  During my tenure at NCP Chlorchem South Africa, as the companies export manager I initiated a CAPEX $130Mil project partnership with the companies east African distributor Junaco T Ltd, the project scope to erect a modular 45TPD chlorine chlor alkali facility in Tanzania.  Due to the world financial crisis in 2008, the company executive members at the time decided not to present the project partnership scope to the board, and the project was placed at the rear end of the company project pipeline.  In 2017, the east African distributor notified me that they had found an investment partner for the project and would I be interested in joining the company to assist with project.  In August 2017, I joined the east African Distributor Junaco T Ltd as a General Manager having two roles, the first role was to establish a Junaco branch in South Africa and the other role was to be part of the 45TPD chlorine modular project steering committee in a technical, commercial and logistics advisory position.  To date Junaco Trading Enterprise Pty Ltd has been established in South Africa, and since its establishment has been providing the Junaco group of companies in east Africa it services as a specialist procurement office for products and engineering services from South Africa.  The project initiative has progressed from preparing the site to procuring the technology (i.e. 96% of the Technology providers cost has been paid). Commencing plans for construction is June 2020, and construction duration is expected to be over 12 months which means commissioning start-up is expected in July 2021.  **NCP Chlorchem Production Expansion Project CAPEX R30Mil:**  As a business analyst at NCP Chlorchem from 2004 to 2006, I played a major role in getting an R30Mil production expansion CAPEX approved by the company board members. My role included doing the write up on the commercial motivation and justification as well together with the financial director the project financial model (NPV model).  **Developing business foundation in Export market:**  As NCP Chlorchem business commercial analyst and later business development manager I successfully identified target markets as well distribution networks within Africa, resulting in the company entering new markets and forming strong partners with a distribution networks especially in east Africa.  **Growing Export Business :**  As NCP Chlorchem export manager I successfully grew the export business from an annual revenue of ZAR35Mil to ZAR50Mil by developing business within Tanzania, Uganda, Kenya, Ethiopia and Northern Sudan on east coast of Africa as well as Angola and Nigeria on the west coast of Africa.  I also received a financial reward for top sales achievement in 2014.  **WORK EXPERIENCE**  **Junaco Trading Enterprise (Pty)Ltd (Branch of Junaco Group of Companies)**  *Period: August 2017 to Present*  *Position: General Manager*  Currently I manage Junaco Group of companies branch in South Africa, assist the group with technical projects in east Africa and I am a member of a $130Mil chemical facility project steering committee on a technical, commercial and supply chain advisory position.  **NCP Chlorchem (Pty)Ltd**  *Period: May 2002 to July 2017 (15 years and 2 months)*  *Positions: Export manager (2012 to 2017), Business Development Manager (2006 to 2012), Business Commercial Analyst (2002 to 2006)*.  During my term as the company Business Commercial Analyst I played a major role in drafting a CAPEX R30Mil production expansion project board report, doing the commercial/marketing & sales motivation for the expansion justification as well together with the company Financial Director the financial model (NPV using the DCF method).  My role also extended to product and market research, utilizing tools such as the BCG Matrix to identify target markets especially within the Africa continent market place and involved working alongside the company engineering, projects, quality, production and laboratory on projects such as onsite Bulk repackaging facility, process optimization and quality certification award (Water treatment product and production NSF certification).  As the BDM and Export manager my role involved actively developing the Africa export markets which was one of the expansion project strategic motivation and included both commodity and the water treatment manufactured products, successfully growing the exports annual revenue from R35Mil in 2006 to R50Mil in 2017 and companies share of the market by developing distributorship networks in new regions (i.e. east and west Africa).  **DOW Chemical South Africa**  *Period: May 1999 to April 2002 (2 years)*  *Position: Technical Sales Consultant South Africa*  In 1999 I joined DOW Chemical South Africa Chlor Alkali facility as a Technical Sales Consultant for the water treat chemical division, with the following responsible industry type and regions:  Gauteng ( Wastewater  & Industrial sector – Johannesburg Water, East Rand Water, Pretoria wastewater works and Nigel Tannery)  Free State ( Potable Water sector- Kroonstad, Standerton, Bloemfontein Municipality, Bloem Water, Harrismith and Sedibeng Water)  Northern Cape (Potable Water- Kimberley)  North West Province (Potable Water & Wastewater – Potchefstroom, Klerksdorp)  In 2002, DOW Chemical Chlor Alkali facility underwent a MBO with Investec as the financial partner.  Water treatment chemical portfolio included the following:   * Chlorine as a disinfectant * Flocculants & Coagulants portfolio: * Ferric Chloride * Polyamine * Aluminum Chloride * Aluminum Chlorohydrate * Blended Products   **ABB Kent Measurement:**  *Period: May 1997 to April 1999 (2 years)*  *Position: Field Sales Engineer*  In 1997 I joined ABB Kent measurements as a sales engineer for the analytical instrumentation division of the business focusing on the water treatment sector as well the mining sector. During 1998, the company underwent new management and the sales division consisting of only 3 field sales engineers including myself aligned itself with the changes and each sales engineer responsibilities changed from being product specialized to industry sector specialized. With the change my responsibilities involved continued servicing the water treatment and mining sectors but on both the analytical and the general process instrumentation.  I was successful in growing the total mining sector annual business value from R300K to R600K,which involved being awarded contract to supply process mag flows to one of the mines situated in the West Rand of Johannesburg.  I was also the company first sales engineer to have sold pressure transmitters with a modification to be used to measure material level within a vertical cone shaped storage tank, where other level measurement instruments proved inaccurate or ineffective.  During the first quarter of 1999, the company ventured into a merge with another instrumentation company, the merger between the two companies resulted in the unfortunate retrenchments within the sales forces of both companies and since the other company strength being analytical instrumentation portfolio having a larger product range portfolio and ABB strength being more the process instrumentation portfolio, I was selected to be retrenched from the ABB Kent Measurements side.  **Bonchem (Pty) Ltd**  Period: May 1996 to May 1997 (1 year)  Position: Sales Engineer  In May 1996 after returning from the UK, I joined Bonchem Industrial Water Treatment company as a sales engineer in its Rustenburg branch. The company portfolio included cooling water, boiler, surface and underground mine water treatment chemicals.  As a member of the Rustenburg branch my responsibilities involved the mining and industrial sector within the branch region, but included cross border business in Botswana.  **UK Emigration:**  Period: August 1995 to January 1996 (Worked part time in the Hospitality sector)  **Portals Water Treatment (Pty) Ltd (PWTSA):Subsidiary of Permutit Water UK**  *Period: Dec 1994 to July 1995 (8 months)*  *Position: Technical Sales Engineer*  In December 1994 I joined Portals Water Treatment head office in Johannesburg as a sales engineer. The company product portfolio included cooling water and boiler water treatment chemicals, and my responsibility involved technical sales to the construction (buildings) and industrial sectors within the Gauteng and Pretoria region.  During the second quarter of 1995, the company management notified all employees that Permutit UK took a decision to place PWTSA on the market and there was uncertainty of whether employees would move with a sale or not, and it was at this point I took the decision to resign and immigrate to the UK.  **Precious Metal Refinery(PMR – Amplats):**  *Period: March 1990 to November 1994 (4 years and 8 months)*  *Positions: Lab technician, Senior Lab Technician, Chemist*  In 1990 after completing the theoretical part towards a National Diploma in Chemical Engineering from Jan 1986 to July 1988 and then from August 1988 to April 1990 my National Service within the South African Defense force, I joined Precious Metal Refinery (PMR) in Rustenburg as a lab technician. After completing 18 months practical work experience I received my National Diploma in Chemical Engineering Certificate from the Vaal Triangle Technikon in South Africa and was promoted at the refinery to Senior Lab Technician. In 1993 I was given a student loan by Amplats to complete my National Higher Diploma in Chemical Engineering as a full time student, and in 1994 I graduated with a National Higher Diploma and was promoted to Chemist position within the PMR refinery.  During my time with PMR, I was fortunate enough to have been seconded to various departments increasing my exposure on the refinery, departments included initially the Technical Services Department which mainly supported the refinery through R&D and operational trouble shooting, then production shift technician reporting directly to the refinery shift supervisor on operational parameters and troubleshooting, then metal accounting department ensuring effective and good sampling techniques and metal recovery techniques onsite and then finally being fortunate in being second in charge  as well the quality officer for the materials handling area of the refinery.  At PMR I got exposure in doing projects on my own as well team projects, some projects that I did myself was effluent metal recovery and trials on suitable binding materials for a material pelletizing plant.  Some team projects included a 6 month R&D process to produce 4 Nines pure Rhodium (99, 99%) from mined metal ore received at the refinery, and a process reactor commissioning project. |  |