

ROOCRUIT

Antony

Senior Portfolio & Business Development Manager

Cape Town, South Africa

PROFESSIONAL SUMMARY

A high-energy, results-oriented leader and accomplished negotiator with an entrepreneurial attitude and extensive experience across a variety of global industry sectors. Passionate about developing strategic relationships with clients, suppliers, and internal stakeholders to ensure key business initiatives are met. Exceptional at managing team leadership, presentation, and communication to drive top-tier organizational growth.

KEY SKILLS

- Strategic Client Management
- Advanced Negotiation & Persuasion
- Team Leadership & Coaching
- Turn-key Marketing Strategy
- Revenue Generation & Upselling
- Public Sector & Tender Management
- Budget Management (>R6M p/a)
- Project Timeline & Workflow Operations

PROFESSIONAL EXPERIENCE

Head of Business Development (EMEA)

2025 - Present

International Innovation & Leadership Consultancy

- Leading the launch of the consultancy into the African market.
- Developing mentorship programmes for C-Level executives as part of a Leadership Development offering.
- Generating new revenue streams and upselling services to current global clients.

Senior Project Manager

2021 - Present

Full-Service Digital Marketing Agency (Johannesburg, Cape Town & London)

- Managing client budgets exceeding R6M per year across FMCG, Education, and Retail sectors.

- Streamlined the core project team to maximize operational efficiency and timeline adherence.
- Executed a successful marketing launch for a University client involving CI development, social media, and PR.
- Led high-impact FMCG campaigns including video content production and paid media rollout.
- Responsible for copywriting, final artwork approvals, and comprehensive performance reporting.

CEO / Founder**2017 - 2021***Turnkey Marketing & Business Solutions Consultancy*

- Achieved profitability within the first 6 months of trading; doubled revenue in the second year.
- Secured and managed a diverse portfolio of clients in Insurance, IT, Petroleum, and Cryptocurrency industries.
- Developed long-term strategies for clients to overcome barriers to market entry and identify market gaps.
- Oversaw all aspects of business operations including cash flow, budgeting, and stakeholder relationships.

Senior Business Development Executive**2015 - 2017***Leading Digital Communications & SaaS Company*

- Ranked #1 in the business development team for 2016, achieving 109% of annual target.
- Recorded the highest single-month revenue in the company's history since its inception in 2004.
- Onboarded major corporate entities including national retailers, leading law firms, and multi-division conglomerates.
- Acted as Interim Sales Manager to provide leadership to the broader sales department.

Account Manager (Africa)**2012 - 2015***Global Management Consulting Firm*

- Secured over R3 million in public sector business, working closely with the DTI and IDC.
- Managed the end-to-end submission process for government tenders.
- Facilitated relationships between analysts, consultants, and clients in the energy and engineering divisions.

- Established a high-profile corporate engagement event for C-level executives that remains ongoing.

Head Manager – Sports Division

2011 - 2012

Global Sports Apparel & Lifestyle Brand

- Managed the rugby division in South Africa, setting targets for a team of 50 sales representatives.
- Successfully launched professional team kits, motivating agents to sell 3,000 jerseys in the first week.
- Managed relationships with major national sports retailers and distributors.

Financial Consultant

2008 - 2011

Financial Services & Investment Firm

- Provided expert advice on life insurance and investment products to high-net-worth individuals and corporates.
- Built a robust referral network through strategic relationship management.

EDUCATION

- **Bachelor of Commerce: Specialisation in Marketing** - UNISA (In Progress)
- **Matric with Exemption** - Bishops College, Cape Town

LANGUAGES

- English (Native/Professional)

INTERESTS

Golf, Fitness, Reading, Gastronomy, Travel.