

CINDY

Senior Operations, Procurement & Executive Support Professional

RooCruit

Professional Summary

A highly accomplished professional and former entrepreneur with over 25 years of experience spanning Category Management, Procurement, and Executive Operations. Proven track record in high-level executive support, office management, and business ownership, having successfully founded and scaled a service entity to 32 full-time employees. Exceptional communicator with a fast-tracked background in retail management and global customer service standards, excelling in organized, solution-driven environments.

Key Skills

- Executive Assistant & PA Support
- Category & Retail Management
- Project & Office Management
- Procurement & Budgeting
- Internal Auditing & Compliance
- Complex Diary & Travel Arrangements
- Business Development & SME Operations
- FMCG Expertise & Brand Strategy
- Digital Tools: SAP, Sage, AWS Tools
- Stakeholder & Client Relations

Professional Experience

Specialized Investment & Management Group

Sept 2023 – Jan 2024

Executive Assistant to the CEO (Contract)

- Provided full functional Executive support to the CEO.
- Managed complex international and local diaries and travel itineraries.
- Compiled and distributed EXCO and Board Packs.

Eco-Friendly Managed Print Services Provider

May 2022 – Aug 2023

Office Manager, MPS Consultant & Executive PA

- **Executive Support:** Managed functions for the CEO and two Directors, including strategy presentations, minutes, and data analysis.

- **Office Management:** Oversaw fleet management, IT/HR outsource management, building logistics, and procurement.
- **MPS Consultant:** Managed high-value accounts for national companies (Retail and F&B sectors) to optimize business processes and reduce waste/costs.

Global E-commerce Leader

Aug 2020 – Apr 2022

VCS Associate (Retail & High-Stakes Escalations)

- Provided prompt, virtual customer-oriented service for high-stakes retail escalations.
- Served as EAP Champion, handling mining training and project work.
- Awarded "Smile Story Winner" for exceptional alignment with leadership principles and customer obsession.

Boutique Service Enterprise (Self-Founded)

Apr 2014 – Feb 2020

Business Owner & Founder

- Founded and scaled a thriving cleaning service entity creating 32 full-time roles.
- Handled all company marketing, business development, and financial administration.
- Successfully managed client retention, project management, and team deployment for various sites before selling the entity.

Major South African Retail Chain

2002 – Mar 2014

National Buyer / Head of Category (Health & Beauty)

- Managed the full buying function for multi-million rand categories (Hair, Bath, Pharma).
- Negotiated with global and local suppliers, monitored KPIs, and set pricing strategies.
- **Merchandising Sales Manager (2012):** Directed merchandising, customer service, and people development across Groceries, Perishables, and Liquor.
- **Internal Auditor (2004–2012):** Conducted service and operational audits across Hypermarkets and Corporate stores.

Technical Competencies

- **Productivity:** MS Word, Excel, PowerPoint
- **Finance/ERP:** SAP/BW, Sage, Wave Accounting
- **E-commerce/CRM:** Amazon CSC, Quip, AskXL, SIM Ticketing

Education & Certifications

Retail Buying - University of South Africa (2014)

Retail Management Level 2 - University of Pretoria (2013)

Retail Management Level 1 - University of Johannesburg (2012)

Level 5 Diploma TEFL - i-to-i

Bookkeeping & Secretarial Diplomas - Birnam Business College / CATS

Languages

English (IELTS Academic Certificate), Afrikaans

This candidate is pre-vetted by RooCruit. Contact us for introductory meetings.
