

RESUME OF MR NDYEBO GROOTBOOM

Master of International Business
Bachelors of Commerce in Banking
Certificate in Small Business Capacity Building
Introduction to UN Commissions on International Trade Law

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CONTACT

PROFILE

Ndyebo is the CEO at Yonyou Africa which operates IoT and Blockchain solutions , ensuring digitalized business processes in African private and public institutions. He is an experienced executive with over a decade of senior management experience in Digital media, Facilities management and Automotive sectors. His corporate and business experience has enabled him to craft business strategies and implementing corporate governance measures that help to optimize performance and creating shareholder value. He has the ability to identify growth opportunities and implement data-driven strategies which is very crucial for any competitive or evolving organization. Ndyebo holds a Master of International Business, specialising in International trade and investments from Jiangxi University of Finance and Economics (China) and a Bachelors of Commerce from University of South Africa. Ndyebo also serves on the boards for Yonyou South Africa, Haybo Global , a Trade and Investment Advisory firm, and South African Forestry Company Limited (SAFCOL).

EXPERIENCE

CEO, Yonyou Africa

2024-current

Yonyou is an IoT and Blockchain solutions company that plays a role in digital transformation by providing superior and affordable cloud solutions for public and private organisations to digitize, simplify and co-ordinate their daily operations. I provide strategic direction working with the Yonyou International board to ensure we gain market traction and develop a footprint in the Middle East and Africa markets.

Director, Haybo Global

2023-current

Haybo Global is a Trade and Investment advisory firm linking various domestic and global organizations to establish co-operation and partnership agreements. The company started as a consultancy service while I was pursuing my Masters in China, as I started working with various Chinese companies that wanted to establish a footprint in African markets and other emerging economies. We provide Trade facilitation and Investment promotions, and Business Development services with Companies that want to establish Multi-national footprint. We make linkages with various organs of the State, which include Economic development agencies, Special economic zones, Development finance institutions and African Continental Trade Area (AfCTA).

Executive Director, KDGM Holdings

2012-2022

KDGM is an Investment Holdings company that is invested in Digital media, Facilities Management and New energy industries. My role mostly was responsible for group strategy planning, stakeholder relations, building partnerships, business development and media relations. I also played a non-executive director role in the subsidiary companies of the company, working with their owner/managers to ensure they are fully compliant and meet all required business regulations in various sectors. This experience instilled great leadership skills, sharp business acumen and a nose for spotting gaps in the market.

Marketing Executive, Audi South Africa**2010-2012**

Audi is one of the most popular Automotive Premium brands, which is headquartered in Germany. I led business development teams for valuable partnerships, as we were growing the premium status of the brand in the market. I dealt with multiple stakeholders both inside and outside the automotive industry which included media channels and other commercial businesses within the value chain. Created good relations with various dealer networks to ensure that we do not re-invent the wheel, and use wisdom and resources that are already established. I was part of the planning team for product launches for new models bringing exposure to current and potential customers.

Account Manager, Bidvest Burchmores**2007-2010**

Bidvest is a South African diversified trading and distribution group with various subsidiaries. I managed various Automotive auctions for banking clients and the marketing of the auction events. I built good relationships with the Banking sector, and other financial services whom provided vehicle finance products. I also worked with various dealers whom looked purchase bulk units for their used dealer stock from bank repossessions. I was responsible for both Pre and Post Auction processes working with both the auction team and sales team to ensure that the rest of the repossessed vehicles, still get sold to the public at wholesale prices for banks.

Logistics Controller, Futaba UK**2004-2006**

Futaba Industries is a Japanese automotive parts manufacturing company, which enabled me to kickstart my career in the UK. I was given a huge responsibility to oversee that all production lines have sufficient inventories at all times to fulfil their obligations and customer orders, while also ensuring that all internal logistical and production needs are in order.

EDUCATION

MASTER OF INTERNATIONAL BUSINESS

Jiangxi University of Finance// Nanchang, China

Dessertation Topic: Effects of Trade facilitation on African exports

BACHELOR OF COMMERCE IN BANKING

University of South Africa // Pretoria, South Africa

Majors: Banking, Financial Accounting, Risk Management, Economics and Corporate Finance

INTRODUCTION TO UN COMMISSIONS INTERNATIONAL TRADE LAW

Uncetral// Beijing, China

SMALL BUSINESS CAPACITY BUILDING

Nelson Mandela University// Gqeberha, South Africa

SKILLSET,

INTERESTS

SKILLS

International Trade // Trade Facilitation // Investment Promotion//
Business strategy // Business negotiation // Business leadership//
Team Building // Business development // Organizational Planning
//Stakeholder Management// Corporate Governance // Business
Ethics//Enterprize Risk Management // Monitoring and Evaluation

INTERESTS

- Strategy Planning
- Economic Development
- Industrialization
- Export development
- Development finance
- Infrastructure Projects
- Trade and Investment Promotion