

# SIYAMTANDA MDINGI

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## Executive Summary

- Value Innovation and Value Strategy specialist for business and non-profits
- Seasoned business strategist and sales professional, with demonstrable experience in relationship management
- Corporate governance professional, with specialization in incorporation of corporate governance for SMMEs

## Areas of Expertise

- Business Strategy and Value Creation
- Sales and Marketing Strategy
- Corporate Governance for SMMEs

## Summary of Qualifications

### Board Training:

Directors Association (April 2021 – September 2021)

- Professional Director Training Programme

### University:

Wits Business School (January 2019 – January 2020)

- Postgraduate Diploma in Business Administration (PDBA)

Wits University (2011 – 2015)

- Bachelor of Science: Biochemistry and Cell Biology, Genetics and Developmental Biology

### *Leadership positions served:*

Molecular Cell Biology Student Council Vice-Chairperson External (March 2013 – November 2013)

Physics School Council Secretary (February 2012 – November 2012)

## Board Service

### Directors Association (DA)

Non-Executive Director (November 2023 – Present)

- Ensuring DA's adherence to its vision, mission, and values
- Developing and setting the enterprise strategy of the Association
- Reviewing and evaluating the enterprise environment the Association operates in and determining strong strategic options to be pursued
- Ensuring effective execution of business strategy, policies, and plans
- Enabling effective relationships between DA, the Board and DA stakeholders

Chairperson: Entrepreneurship Governance Committee (April 2023 – Present)

- Engaging structures and stakeholders internal and external to DA for Committee activities, and facilitating strong relationships between DA, the Committee and its stakeholders
- Formulating and establishing the Committee Annual Strategy
- Leveraging Value Strategy for the success of the Committee
- Presenting Committee activities and advisory recommendations to the DA board for approval
- Maintaining operational and strategic oversight over all Committee activities, including projects

Deputy Chairperson: Entrepreneurship Governance Committee (September 2022 – March 2023)

- Championed the development of the Entrepreneurship Support Structure Research Project (ESSRP), in collaboration with Committee chairperson and ESSRP Programme head
- Worked with Committee chairperson in the management and execution of Committee annual strategy
- Engaged and contributed Value strategy and business expertise towards execution of annual Committee activities
- Provided advisory support to the DA board regarding establishing corporate governance culture within entrepreneur-led enterprises

Committee Member: Entrepreneurship Governance Committee (April 2022 – September 2022)

- Developed Committee problem statement and plan of action for board approval
- Completed literature reviews for the ESSRP, and compiling summary outcomes of literature review
- Undertook project planning with Committee chairperson and research planning team
- Contributed Value strategy and business expertise towards the execution of Committee activities
- Provided advisory support to the DA board regarding establishing corporate governance culture within entrepreneur-led enterprises

## **Professional History**

### Vivre Consulting

Founder/CEO (January 2020 – Present)

- Establishing and iterating on the Value Innovation Process and Value Strategy consulting
- Developing Value Propositions for organizations (business and non-profit)
- Overseeing Value Strategy design, implementation, and follow-up
  
- Undertaking Vivre's strategic leadership and management
- Accountable for company growth and revenue planning
- Responsible for stakeholder management, and the handling of Vivre strategic partners

### VAT Global

VAT Account Manager – Digital Services (August 2020 – October 2021)

- Provided global VAT compliance services and VAT compliance analysis to client businesses specializing in cross-border supply of digital services
- Prepared, reviewed and submitting VAT returns for clients supplying cross-border digital services
- Acted as an intermediary between clients and relevant tax authorities for VAT related queries and issues
- Undertook research of new and existing global VAT regulations in connection to cross-border digital services

## RJM Systems

Internal Sales Representative (July 2019 – March 2020)

- Managed existing client base and maintained client satisfaction
- Operated as client liaison to existing clients
- Managed client queries surrounding product selection and service offerings

## Merieux NutriSciences:

Sales Representative (June 2018 – June 2019)

- Closed R 1.2 million in total (existing and new client) deals between June 2018 and May 2019
- Created and managed customer value plans for new clients, highlighting their company profile and value opportunities
- Compiled and sent specialised service plans for existing clients based on their specific industry and product-related requirements
- Gathered market and customer information to provide feedback on future customer buying trends

Technical Specialist – Customer Care (May 2017 – May 2018)

- Operated as technical specialist and client liaison to existing and new clients
- Directly managed the accounts of 6 major Premier clients (largest client revenue R1.2 million per annum effective December 2018)
- Oversaw management of the Johannesburg subdivision of a major microbiological testing project (total revenue R6 million per annum effective November 2017)

## Synexus Clinical Research (SA):

Intern (April 2016 – March 2017)

- Assisted with administrative functions of clinical trial site
- Maintained prospective trial patient electronic database logs
- Assisted with trial patient recruitment and managed clinical trial patient appointment bookings

## **Personal Leadership Development**

Young African Leaders Initiative (YALI): Business & Entrepreneurship Track

YALI-RLC Southern Africa (February 2023 – March 2023)

- Skills acquired:
  - Business Leadership & Ethics
  - Understanding of Inclusivity & Gender Mainstreaming
  - Human Centred Design & Design Thinking
  - Business Strategy Design & Execution

IWFSA Young Leaders Connect

International Women's Forum South Africa (February 2023 – November 2023)

- Mentorship programme for young women leaders