



# DAWIE VAN ROOY

CONSULTANT

## PROFILE

I am a strategic thinker with 36 years of experience in the agricultural sector, 32 of which were mainly in the sugar sector.

My career started off on the technical side of agriculture, providing an extension service to the agricultural sector. After that, I moved into operational and executive management and became an executive director of TSB Sugar and subsidiary agricultural companies of TSB Sugar.

I am currently a consultant in my private capacity, operating through my company named Giraffe Consulting, which I started in early 2020. I focus on providing support to land reform projects and water reform supporting especially to Irrigation Boards. The other focus area is supporting Agriculture family businesses and partnerships to position them for growth also taking into account new generations joining the business.

Giraffe Consulting is a virtual company where if the full service can't be delivered by myself alone, a platform exists with experts available in support. For each project a team could be assembled which will be able to cater for the clients specific needs. We focus on proposing and implementing solutions in the agricultural sector based on the experience I and team have gained over 36 years in the sector.

## PERSONAL

**Date of Birth:** 30 December 1960  
**Nationality:** RSA Citizen  
**ID:** 6012305166083  
**Family:** Married to Ronel with 3 boys and 1 daughter in law

## CONTACT

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**LinkedIn Profile:** [Dawie van Rooy](#)



## EXPERIENCE

2020 -	<b>CONSULTANT</b> Giraffe Consulting, South Africa
2014 - 2020	<b>AGRICULTURE DIRECTOR - SUGAR</b> RCL Foods - Sugar, South Africa
2003 - 2014	<b>DIRECTOR: AGRICULTURE</b> TSB Sugar RSA, South Africa
1997 - 2003	<b>GENERAL MANAGER: AGRICULTURE</b> Transvaal Sugar Limited, South Africa
1993 - 1997	<b>ASSISTANT GENERAL MANAGER: CANE</b> Transvaal Sugar Limited, South Africa
1990 - 1993	<b>ESTATE MANAGER</b> Transvaal Sugar Limited, South Africa
1988 - 1990	<b>FARM MANAGER</b> Transvaal Sugar Limited, South Africa
1986 - 1988	<b>FARM MANAGER: BANANAS</b> Welgelegen Estate, South Africa
1985 - 1986	<b>EXTENSION OFFICER</b> Koster Coop, South Africa
1984 - 1985	<b>IRRIGATION SPECIALIST</b> Eastern Transvaal Coop (OTK), South Africa



## EDUCATION

- B. Agric Degree, University of the Free State – 1984
- Management Development Program (MDP), University of South Africa (UNISA) - 1992
- Strategic Leadership, Ashridge, UK – 2005
- Executive Leadership, Gordon Institute of Business Science (GIBS), SA - 2017



## PROFESSIONAL SKILLS

### INDUSTRY KNOWLEDGE

- International and Local Agriculture Industry Knowledge especially the Sugar Industry
- Agriculture Business Acumen
- Business Planning and Development
- Business Governance
- Executive Management
- Strategic Planning and Implementation
- Financial Management
- Value Chain Optimization
- Logistics
- Land Reform
- Operational Management
- Project Management
- Implementation of new Technology
- Crop production under irrigation

### TOOLS & TECHNOLOGIES

- Microsoft Office
- MS Projects and other Project Management Software

### INTERPERSONAL SKILLS AND BEHAVIOUR

- Big Picture Thinking
- Strategic Leadership
- Driven and Outcome Focused
- People Focused
- Collaborative Approach
- Problem Solving
- People Development and Coaching
- Organizational Development
- Change Management
- Communication
- Presentation Skills
- Budgeting and Forecasting

### OTHER SKILLS

- Networking
- Report Writing
- Facilitation & workshops



## REFERENCES

**Dr. Dave Thomson**  
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