

JAN RAUTENBACH

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▶ PERSONAL DETAILS

- Male
- Young 60-year-old
- No Dependants
- Born 1956
- Married
- 3 Adult Daughters

▶ WORK EXPERIENCE

June 2010 to Date

Capstone Strategy Pty Ltd t/a YahLeads.com

GENERAL MANAGER/DIRECTOR

Responsible for growth and marketing of the agency, implementation of solutions for clients, and general management, since June 2015. Before that providing mainly a business consultancy and marketing services and executing the services.

The services that could be scaled were then packaged and marketed and executed by using staff – in house and outsourced.

Sep 2012 to Mar 2016

Q-ED Enterprises Pty Ltd

DIRECTOR & CONSULTANT

Responsible for researching and implementing eLearning Solutions for client, as well as setup a team of eLearning content developers

2001 to 2010

Infomatic IT

INDEPENDENT ERP CONSULTANT

ERP implementations for two different software suppliers, namely HansaWorld, and a specialist product for the footwear & clothing industries.



1995 to 2006

Futurekids Franchisee

Initially purchased a franchise for the Durban area in South Africa. Responsible for sales and marketing setting up learning centres; stand-alone and in schools, staffing these centres with managers and teachers. Was Franchisee of the year for 3 years until franchise merged with franchisor, then served as director on the main board, responsible for developing new products and services.



1980 to 2000

Software Development House

Established business in 1980 with partners, but later took over the business solely in 1985. Was responsible for design of systems, quality control, management of programmers, marketing and sales as well as financial management. I sold 50% of the business to an employee in about 1997 and then took a less active role in the business.



► ACHIEVEMENTS

DIGITAL MARKETING

The creation of a digital marketing agency in South Africa, in mid-2015, to service a number of clients including law firms, using online marketing channels such as **Google Ads, Facebook Ads, Search Engine Optimisation, Email Marketing and Content Marketing.**

In 2013, Jan came first in an advanced Google Adwords course and won a Macbook Pro in the process.

FRANCHISEE OF THE YEAR

Establishing a Futurekids franchise in Durban, South Africa in the late 1990's, and being awarded **franchisee of the year for 3 years in a row**, until merging the franchise with the franchisor.

Actively serving on the marketing fund committee, working closely with the then CEO and Advertising Agency to help win an award for the franchise as **Brand Builder of The Year in**

MARRIED SINCE 1976

Another major achievement, though admittedly I cannot claim all the credit – or very little of it if I have to be honest – is the fact that I have been married for over 40 years, since the tender age of 20

► ACADEMIC

I do not have a formal degree; however, I was allowed access to study an MBA by completing a case study analysis.

I keep my skills up to date regularly by subscribing to international coaching programmes, currently mainly digital marketing and business development.

I did the MBA to further my knowledge at the time and was top of the year for Financial Management. I passed all the subjects I attempted but could not complete the degree due to business pressure – I was running two businesses at the time.

▶ HOBBIES

Golf

I try hard, but my handicap is still around 23.

Digital Marketing

I have always been passionate about technology, and learning new techniques and skills.

Cooking Outside

Food and wine - on a barbeque, or three-legged cast-iron pot, using spices, herbs and anything available – every creation is different.

▶ REFERENCES

Company	Name	Occupation	Mobile
Q-Ed Enterprises Pty Ltd	Graham Yoko	Group CEO	+27 83 779 5550
Futurekids	Michael Plumstead	Former CEO	+27 79 535 4643
LP Baartman Attorneys	Louis Baartman	CEO	+27 83 442 0311