

Business Development & Customer Experience Executive

B2B | Strategic and Operational Alignment | Business Process | Sales - Marketing | CRM | Technology

| Grant Joyce | grant@integritymarketing.co.za | 082 312 9047 |

I believe that good strategy, facilitated by strong leadership and execution will ensure a company's success. I have 24 years of sales, marketing, software and leadership experience in both large corporate and small business environments, consistently increasing revenue and decreasing costs while ensuring a great customer experience.

I am an executive level contributor and have been part of an international team that defined the corporate sales and marketing strategy for a 2.2 Billion Euro per annum company. In two years I transformed a small local family owned company with a turnover of R 60 million, achieving 60% growth over 2 years. Taking the position of Sales and Marketing Director at FUSIONS SOFTWARE, a mid-market ERP software company, I overhauled the product range, reengineered the organization and achieved 20% year on year growth over a 3year period. Since running my own business Integrity Marketing I have had the opportunity to run a tech startup in the crowd source space, become involved in the IIoT and Big Data while growing SCADA software and Automation hardware on a global stage for Adroit Technologies and Mitsubishi Electric.

With a core focus on Customer Experience, I am expected to take an energetic and proactive approach towards revenue retention and growth activities across the customer base. This includes leadership and daily management responsibilities for the company which requires a highly collaborative approach. Achieving this requires highly skilled strategic and operational ability to ensure maximum benefit for the customer, staff and the company as a whole.

I am an accomplished, senior Sales and Marketing Professional with broad B2B Sales, Marketing and Management experience, encompassing strategic planning, research, competitor analysis, interactive marketing, creative development and go to market strategy. I have the ability and skill set to provide creative, innovative, enthusiastic and forward-thinking leadership in a team environment.

“ My objective is to secure a leadership position that leverages my experience in sales, marketing and product management “

Areas of Expertise

- Strategy
- Business Development
- Marketing
- Revenue Growth & Retention
- Process Control & Automation
- Big Data
- Data Analysis
- Organisation
- Non Profit Organisations
- Leadership
- Customer Experience
- Customer Retention
- CRM, ERP
- IoT / IIoT
- Engineering
- Product Management
- Reporting
- IT
- Change Management
- Technology
- Sales
- Business Process Management
- Digital Marketing
- Crowd Sourcing
- Team Development
- Business Intelligence
- Training / Teaching

Industry Experience

- IT
- Software
- IoT - IIoT
- Business Consulting
- Training
- Security
- Petrochemical
- Oil & Gas
- Mining
- Manufacturing
- Power Generation
- Education
- Water & Waste Water
- Food & Beverage
- Motor Industry
- Machine Building
- Renewable Energy

Achievements and Accolades

- I Create phenomenal Customer Experiences
- I Make Strategy Happen
- Headed up a tech startup company
- Pioneered Big data Augmented reality and AI in the industrial space for a South African owned company
- Co-authored the strategic marketing plan for a 2.2 Billion Euro per annum company.
- I re-engineered a mid-level ERP software business
- Turned around a failing Cable Company
- Promoted to Marketing Manager with responsibility for all elements of the marketing mix 2 years later.
- Promoted to Head of Product Management 3 years later.
- Promoted to Senior Product Manager 1 year later.
- Promoted to Junior Product Manager Position at age 24.

Education and Professional Development

- 4 Years Business Owner
- 4 Years Customer Experience Management at executive level
- 3 years General Manager Experience
- 20 years International Marketing, Sales and Product management experience.
- Many educational courses in sales and marketing
- Qualified Instrument Technician
- N4 technical certificate

Professional Experience and Significant Achievements

Integrity Marketing - Owner | September 2014 - Present June 2015 – Present

Adroit Technologies - Mitsubishi Electric - Strategic Marketing Manager | June 2015 – August 2018

Fusion Software - General Manager | October 2011 – September 2014

Lappkabel - Marketing and Sales Director | November 2007 – October 2011

LRA (NPO) - Director 2011 - 2014

Endress+Hauser - Strategic Marketing Manager | April 2000 – June 2006

Endress+Hauser - Head of Product Management | January 1998 – March 2000

Endress+Hauser - Product Manager | January 1995 – December 1997

Endress+Hauser - Sales Engineer | January 1993 – December 1994

AECI - Apprentice Instrument Technician | January 1990 – December 1992

Owner | Integrity Marketing | September 2014 – Present (www.integritymarketing.co.za)

- Lead Generation
- Business development
- Customer Experience Management
- Strategy development and implementation
- Sales Management
- Marketing Management
- Operational Management
- Coaching
- CRM
- IT
- Software
- Services Management
- Digital Marketing
- Crowd Sourcing
- Website
- Social Media Marketing

Marketing Manager | Adroit Technologies – Mitsubishi Electric | June 2015 – August 2018 (www.adroit.co.za)

- Overseeing strategic responsibility for protecting net revenue in the Customer Base
- Business Development
- Lead Generation
- Improving customer adoption and maturity levels
- Focusing on revenue retention as well as programmes to drive additional investment.
- Driving improvement throughout company processes (“Balanced Score Card”
- Drive the successful implementation and adoption of the sales and marketing automation platforms
- Direct management responsibility
- Constant evolution of a consistent, focused program that ensures customer success from the initial customer start-up through the customer lifecycle.
- Track, oversee and optimize all customer interactions.
- Foster customer loyalty through high-quality interactions at each step.
- Reporting and analytics
- Through reporting and analytics, validate the quality of the lead and pipeline data and provide guidance to improve the overall sales performance
- Implement and ensure adoption and value extraction from CRM system across all business units
- Product Positioning
- New Business development
- IIOT

Director | LRA | January 2011 – 2014 (www.lonehill.info)

180Million per annum turnover, the key focus was creating a safe, secure environment for the community. This included Security, Medical and Municipal (Environmental) services

- Security
- Training
- Marketing Strategy
- Conformance
- Compliance
- Negotiation
- Sponsorship
- Governance
- Financial

General Manager | Fusion Software | October 2011 – September 2014 (www.fusionsoftware.co.za)

Joined FUSIONS SOFTWARE when the company was in the red and the company could not sustain any form of meaningful growth. Key achievements:

- Drove the development and implementation of media strategies that resulted in improved efficiency and accelerated sales growth and profitability.
- Introduced reseller model.
- Reduced number of managed software versions from 100 to 20 over 3 years and put a strategy in place to consolidate on a single release.
- Fixed high defect rates, raising customer satisfaction, employee morale, and cash flow
- Developed and Implemented a strategic sales and marketing plan
- Implemented policies and procedures to ensure scalability for growth
- Re-designed next-generation platform of the software based on modern technology and industry-leading functionality
- Developed and implemented research designed to improve results of sales promotions.
- Directed development of interactive, direct marketing, media, creative, sales promotion and PR strategy

Marketing and Sales Director | Lappkabel | November 2007 – October 2011 (www.lappkabel.com)

Transformed a R40million per annum family owned business into a corporate structured company while maintaining the flexibility and ingenuity of a small company.

- In the first year we showed 45% revenue growth
- I transformed the company from a paper based organisation into an internationally recognised IT based company implementing new: CRM and Web presence
- Digitized collateral and communications
- Introduced a fully integrated ERP system
- Adjusted the company's product strategy, which relied on 1 product range for 80% of its turnover, spreading risk and ensuring a more even result in turbulent economies
- Created the companies brand promise and go-to-market strategy while aligning the organisation to be able to deliver these strategy's
- Implemented Internship training program.
- Worked with product development teams to manage new product development.
- Maximizing profitability by:

- Correct product placement
- Fine tuning the supply chain
- Implementing new remuneration structures
- Achievements enabled company to be sold to its German based parent company.
- Managed launch campaigns for new products.
- Managed distribution channels for products.
- Ensuring effective, branded marketing communications including the company website, print communication, and advertising.
- Managing media and marketing staff and external PR agencies.
- Analysis of the effectiveness of all marketing efforts.

Marketing Manager | Endress+Hauser | April 2000 – June 2006 (www.endress.com)

I designed and implemented the annual marketing and sales plan for the company with responsibility for sales, marketing and product management. The company showed a growth of R130million from R110 million to R240 million between 2000 and the end of 2006. Key responsibilities and achievements included:

- Departments under my responsibility.
 - Marketing
 - Product Management
 - New business development
 - IT
 - Training
 - Marketing Communications
- Reported to the international marketing director and local managing director
- Implemented the Balanced Scorecard philosophy
- Responsible for organizing and implementing customer relationship management including:
- Member of international strategic planning team – made 65 trips to Europe in my career to facilitate international planning and execution.

Head of Product Management | Endress+Hauser | January 1998 – March 2000 (www.endress.com)

I was directly responsible for company turnover, product margins and growth of all product lines. This included product promotion within the organisation as well as to channel partners and customers.

- Managed 8 senior product managers
- Reported to the local Marketing Manager.
- Internal and external strategic analysis
- Executed brand building events in key markets.
- Responsible for product strategy, pricing and communication strategy
- Head of local steering committee for SAP R3 implementation in South Africa

Product Manager | Endress+Hauser | January 1995 – December 1997 (www.endress.com)

I was responsible for 3 product ranges. During this time I grew the product portfolios turnover from R1million to over R14million in 3 years. I improved GP from an average 33% to 42% in the same time period. I was able to reduce stock holding by 40%. I did this while being able to deliver 70% of all customers' orders from local stock. This increased from less than 20% when I started.

Sales Engineer | Endress+Hauser | January 1993 – December 1994 (www.endress.com)

I was responsible for product sales into the Power Generation, Petrochemical, Oil & Gas, Food and Beverage Water, Manufacturing and Mining industries.

Apprentice Instrument Technician | AECl | January 1990 – December 1992

I qualified after writing my national trade test in 3 years. Most people took between 4 and 5 years to complete this qualification.. I was awarded the engineering student of the year award in 1992.

References

“Grant Joyce is someone who makes an immediate impression on one. From the very first minutes in his company, either in a business or social situation, it is easy to see those rare qualities of absolute commitment to the task at hand, a steely determination to be successful and to add value and the somewhat paradoxical quality of humility and collegiality. He always delivers on his promises, has unquestionable integrity and always contributes to any situation with clear and usually cutting edge suggestions and views. He always speaks his mind, but in a gentle and gracious way, and will continue to hold his views independently of political expedience or popular opinion. He is someone who cannot be overwhelmed or co-erced by people or issues for which he holds a contrary view , and consequently is able to move matters forward without prejudice , fear or favour . He is a very rare talent, and I recommend him unreservedly to any organisation who would be fortunate enough to consider his contribution.” July 06 2014
[Professor Matthias Haus](#), M.B.ChB., (UCT), M.D. (UCT), FCFP (SA), DCH (SA), Dip. Obst. (SA), FFPM (RCP UK). Adjunct Professor of Medicine, University of Cape Town. Extraordinary Professor in Paediatrics, University of Pretoria. Trustee. The Colleges of Medicine of South Africa. Executive: Allergy Society of South Africa. Editor in Chief: Journal of Current Allergy and Clinical Immunology. Non-Executive, Independent Director, Main Board, Adcock Ingram Holdings. Specialist Allergologist. Senior Partner, Gateways Business Consultants.

[International Contact](#)

Grant is a seasoned Sales and Marketing executive with strong tenure, cross industry expertise and a well rounded marketing skills. He has exceptional communication skills and a get it done attitude. He has exceptionally strong skills in the areas of marketing strategy and digital marketing.(CRM, SEO, web-sites, SFA, segmentation, database mgmt). He is a pleasure to work with and would be an asset to any organization September 10 2013

[Malcolm Thorne](#) Technology CEO, Senior Strategy, Product Management, Marketing & M&A Executive Mentor

[International Contact](#)

“Grant is a very smart and astute business professional who has the unique ability to understand both people and technology. This gives him an underlying advantage as he can communicate complex issues in an easily understandable manner. His ability to communicate and lead and his ever friendly nature also made him one of the best leaders at any of our sales centers world wide and quickly catapulted South Africa as one of the best sales team to work with both from the customers perspective as well as from the R&D teams.” August 10, 2011

[Madhukar Puniani](#), Product Manager, Endress+Hauser

[International Contact](#)

“Grant, was both a professional and a nice colleague to work with.” August 1, 2011

[Edward Vanhecke](#), Product Manager, Endress+Hauser

[International Contact](#)

“Grant as I know is entrepreneurial, flamboyant and somebody who could make 'the difference'. His business achievements and strategies in South Africa were very popular and something which we best tried replicating in our global Marketing. I wish him the best in all his future endeavors.” July 31, 2011

[Biju Sumughan](#), DGM , OEM & Channel Management, ENDRESS+HAUSER

[International Contact](#)

“It was a pleasure to work with him! He's a motivated guy, pragmatic on business a knowledgeable in marketing” July 27, 2011

[Alberto Casiraghi](#), *Global Industry Manager Environmental, Endress+Hauser*
International Contact

“During my time as a Product manager for Endress+Hauser analytical products I met Grant in several international meetings. I got to know Grant as an enthusiastic conscientious colleague. He supported our group development in his time in Endress+Hauser very positively. I wish Grant all the best.

[Lukas Habluetzel](#), *Product manager Analytic, Endress+Hauser*
International Contact

“Grant is very disciplined Marketing personnel with excellent customer reach across the industry. It was pleasure working with Grant.” July 26, 2011

[Jayant Kulkarni](#), *Area Manager - Africa, Endress+Hauser*
International Contact

“Great guy! Very motivated, active, professional. Knows, understands and uses new technologies and trends - both in technics and marketing. It was always was a pleasure for me to work with Grant.” July 25, 2011

[Dieter Schmidt](#), *Global Business Field Manager Temperature, Endress+Hauser Wetzler GmbH+Co. KG*
International Contact

“It was a pleasure dealing with Grant and sharing experience with him in terms of Marketing and Marketing Communication.” July 25, 2011

[Marc Depoorter](#), *Marketing Communication & E-direct Manager, Endress+Hauser*
International Contact

“Grant is a true professional and a pleasure to work with. We worked together on many challenges on many occasions both in Europe and Globally Grant has a enviable passion and enthusiasm , for our industry. Grant is a great guy to meet socially” July 25, 2011

[Russell Hobbs](#), *UK Temperature and recorder product manager, Endress + Hauser*
International Contact

In my position at Fusion Software I have the privilege of meeting exceptional business minded individuals and Grant Joyce is and always will be one of the most talented men I have met. Commitment, integrity, loyalty and perfection all rank extremely high on Grants priority list which is evident in the results and quality of his work delivered for his employers. His staff look up to him and rely on his valuable input, leadership comes naturally to Grant and his appetite for technology puts him leagues ahead of most individuals. Grant will perform and adapt to any environment, I highly recommend Grant to anyone who seeks an invaluable asset to their management team and business as a whole.

[Dereck Ludeke](#) *Managing Director at Paperless Performance (Pty) Ltd*
South African Contact

“I worked with Grant at Endress+ Hauser and found him to be knowledgeable, committed and effective.” July 25, 2011

[Peter Gilbert](#), *CEO, HR Chally SA*
South African Contact

“Grant is very knowledgeable in the Industrial Instrumentation field. He is an excellent leader and team player. Grant is hard working and well presented.” July 27, 2011

[Ryan Chetty](#), *Management, Siemens*
South African Contact

“I have dealt with Grant on numerous occasions and regarding different communications/network solutions whilst a business unit manager at Vox Orion. I have always found him to be very knowledgeable and professional. His commitment to projects and any pending issues stands out for me. He is very thorough, and constantly expects/provides

feedback, timelines, etc. I certainly recommend him as a business partner. Rajesh” August 6, 2011

[Rajesh Siranarain](#), *Business Unit Manager, Vox Orion*

[South African Contact](#)

“Grant is a pleasure to work with, his friendly attitude and welcoming personality makes the working environment a pleasure. Grant’s ability to think through problems and find solutions is first class. Grant is able to motivate and manage his sales team, to perform to their best even in times of drought.” July 26, 2011

[Errol Mann](#), *Automation Manager, Lapp Group Southern Africa*

[South African Contact](#)

“Grant is a hard working and conscientious person. He is able to focus on the smaller issues whilst working relentlessly toward his final objective. He is a team player and can inspire his colleagues to greater achievements. His comprehension of technical subjects is a great asset, resulting in the correct application of highly complex equipment. His marketing skills are also highly developed, and this enhances his role in the corporate environment.” July 25, 2011

[Vivian MacFadyen](#), *Project Co-Ordinator Officer, Endress+Hauser Pty Ltd, South Africa*

[South African Contact](#)

“Grant has a wealth of knowledge in marketing and instrumentation. Having worked with Grant, no job was too big or too small, and was always carried out precisely and methodically. Grant has a deep knowledge of SAP and various computer programs, proving very beneficial in the world of marketing. Any organisation would be privileged to have Grant on board.” July 25, 2011

[Trevor Fletcher](#), *Product manager, Endress+Hauser*

[South African Contact](#)

“Grant has an exceptional way of working with people. Grant is a self-motivated leader. Detail oriented strategist. Result driven manager with lots of knowledge in his field. Grant is probably one of the best managers I've ever met in my life and one of the smartest people I've ever worked with” July 25, 2011

[Anton Lehman](#), *New Business Development Manager, Softline Sage/Pastel*

[South African Contact](#)

“Grant offers a professional service and has a great business ethic. Revelation regularly outsources their professional marketing services to Integrity Marketing and to date Integrity Marketing have always over delivered on our projects with exceptional results.

[Nicole Garoufalias](#), *GM, Revelation Room Corporate Business solutions*

[South African Contact](#)

“Grant has been a Technews client for many years and we have always loved dealing with him. He is proactive, decisive, and imaginative and has always led his marketing teams superbly and added huge value to any marketing campaigns and strategies he's been involved with.” July 27, 2011

[Jane Van Der Spuy](#), *Product Manager, Technews*

[South African Contact](#)

“Grant is very knowledgeable in the Industrial Instrumentation field. He is an excellent leader and team player. Grant is hard working and well presented” July 28, 2011

[Dave Lincoln](#), *Instrument Engineer, ThyssenKrupp Uhde*

[South African Contact](#)