

## Personal Information

Title:	Mr
First Name:	Justin
Surname:	Siljeur
E-mail Address	justins@usb.ac.za
Organisational Role:	Lecturer
Organisational Position:	Lecturer
Area(s) of expertise:	Business process design & re-engineering, business transformation architecture, relationship & change agent, strategy formulation & execution

## Executive Profile

Justin Siljeur is Digital Transformation lecturer at the University of Stellenbosch Business School on the MBA and BMA programmes and the co-founder of Pétanque NXT Africa. He is a dynamic entrepreneur with a proven track record for building teams with solid ROI.

He has over 15 years of experience working with various large-scale transformations in global and African listed entities in strategy formulation-to-implementation, business process modeling and re-engineering, compliance implementation, and change management. His diverse industry niche ranges from FMCG, petrochemicals, agriculture to mining, manufacturing, financial services, and the public sector.

He is passionate about helping traditional organizations transition into data-driven, digitally inter-connected, and value-creating entities that provide deep, meaningful work for employees. i.e., *Transforming caterpillars into digital butterflies!*

## Education

Year	Degree	Field of Study	University	Country
2018	MBA	Business Management	University of Stellenbosch Business School	South Africa
2010	Project Management Diploma	Project Management	PMI	South Africa
2006	B.Comm Honours	Information Systems	University of the Western Cape	South Africa
2005	B.Comm	Information Systems	University of the Western Cape	South Africa

## Honours and awards

Year	Honour/Award	Honour/Award Description	Country
2019	Finalist	Accenture Rising Star - Entrepreneurship	South Africa
2017	Winner	CEO for a Day, University of Stellenbosch Business School	South Africa
2014	Global winner	WfMC Awards for Excellence in BPM & Workflow – for Business Improvement Project delivered with “Business Partners”	USA
2012	Finalist	Youth Entrepreneurship Awards	South Africa
2012	Finalist	SEDA Business Stars Competition	South Africa

## Membership of professional and scientific organisations

### Organisation

Fellow member of the Institute of Directors of South Africa

Member of the Project Management Institute

Board member of the University of Stellenbosch consulting Club

## Academic and Professional Experience

Start Date	End Date	Position	Institution	Country
2021	To date	Lecturer	University of Stellenbosch Business School	South Africa
2020		Guest Lecturer, The Future of Finance: Leading the Digital Frontier module	University of Stellenbosch Business School	South Africa
2018	2020	CEO	Pétanque NXT Africa	
2017	2017	Co-founder	Pétanque NXT Africa	
2011	2016	COO	Pétanque Consultancy	South Africa

2010	2019	Guest lecturer, B.Comm Information Systems programme	University of the Western Cape	South Africa
2008	2011	Senior Process Architect, Project Manager & Business Consultant	Pétanque Consultancy	South Africa
2006	2007	Assistant Process Architect & Business Development Trainee	Pétanque Business Specialists	South Africa

## Projects

Organisation	Project	Year
Media 24	Provide Intelligent Optical Character Recognition (OCR) capability for On-The-Dot subsidiary for straight-through-processing	2020
Santam	Provide automation and digitization advisory to reduce turnaround times	2020
bountiXP	Provide digital transformation advisory	2019-2020
Vinpro	Design Protection of Personal Information (POPIA) capability model, gap analysis and processes	2019-2020
Distell	Strategy and insights workshop(s) on the future of work and robotics process automation integration into existing systems	2019
Achievement Awards Group	Deliver agile process design	2019
Various	Customer Proof of Concepts (PoCs): Integrating disruptive technology into operations, e.g. process mining, RPA, intelligent OCR, block chain/distributed ledger, artificial intelligence (predictive analytics), Internet of things (IoT) use cases	2018 to present
ABInbev: Africa Zone	Led team in delivering services to the business transformation and digital disruptive efficiency divisions in the group	2018-2019
Little Green Beverages (now known as the Beverage Company)	Re-engineered business process, role clarification and gap analysis	2018
Sanlam Group	Delivered Regulatory Technology (RegTech) integration to support Anti-money Laundering (AML) and Countering the Financing of Terrorism (CFT)	2015-2019
Sanlam Group Protection of Personal Information (POPIA)	Designed the capability model and re-engineered business processes	2014-2016
Business Partners Limited	Re-engineered business processes and organizational design	2014
Coronation fund Managers	Re-engineered business processes, clarified roles and defined risk matrix	2014
Takalani Sesame	Strategy facilitation workshop(s) to align to Target Operating Model	2013
WHEAT Trust	Strategy facilitation workshop(s)	2013
Vodacom Enterprise Data Warehouse	Designed the capability model and re-engineered business processes	2012

Anglo American Platinum	Designed a Supplier Development Programme	2012
Grupo San Pablo Farmacia (Mexico)	Defined business requirements and standardized business processes for an enterprise-wide POS system	2011
ArcelorMittal: Science Centre Strategy	Strategy facilitation in order to meet Target Operating Model and re-engineered critical business processes	2011
City of Cape Town	Mainstreaming the Integrated Development Plan (IDP) into the City	2010
Vodacom Customer Care Centre	Strategy facilitation to deliver against Target Operating Model and re-engineered critical business processes	2010
SCAD Foundation (Bangkok)	Designed the optimized business process, people and system solution	2009
Pioneer Foods	Engineered optimized innovation and new product development processes	2009
SAB Miller	Various projects, including marketing, sales, sustainable enterprise development, legal, and more	2008-2010
Greenway Farms	Designed the organogram and re-engineered business processes	2008
South African Post Office	Designed enterprise-wide organogram and re-engineered business processes	2007-2009
BP	Various business processes re-engineering projects	2006-2013
PetroSA	Supported lead process architect in re-engineering business processes	2006-2009