

Professional Bio

Prof. Rutendo Hwindingwi PhD, MSc, Exec. Dip., DBGS

CEO and Founder of Tribe Africa Advisory

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Background

As the CEO, Chief Advisor and Founder of Tribe Africa Advisory, Dr Rutendo leads a boutique business development advisory firm that works with private and public organisations in enhancing the capability of doing business successfully on the African continent. Drawing from his seasoned experience of being an executive that led strategic business development company initiatives in Africa in over 20 countries over 20 years. TAA also leverages off its vast network of strategic partners and associates that have been successful in navigating the African business terrain. Rutendo is also an international keynote speaker and published author. He is also a regular contributor on the media both locally and internationally.

Key Working Experience:

- Business Development Leader Africa and Emerging Markets – Deloitte Global Audit and Advisory Firm
- Programme Director and Founding Faculty – Alchemy by Deloitte School of Leadership
- Divisional Director – Sage Plc (Africa, Middle East and Australasia – AMEAA Office)
- Regional Director Africa – Elev8 (A Member of the YNV Group)
- General Manager – Chips Computing Services (Business Management Software Consulting Company)
- Adjunct Professor in Strategy (International Business) Wits Business School

COMMITTEES AND AFFILIATIONS

- Non-Executive Director - British Chamber of Commerce of Southern Africa
- Non-Executive Director – American Chamber of Comm SA
- Vice Chairman – Trade & Investment Forum AmCham SA
- Chairman - Digital Forum AmCham SA (Past)
- Select USA Advisory Panel – US Dept. of Commerce (Past)
- German Chamber of Commerce SA Member (Past)
- Swiss Chamber of Commerce SA Member (Past)

QUALIFICATIONS

- PhD in International Business Strategy | University of Witwatersrand (South Africa)
- MSc Strategic Management | University of Derby (UK)
- Executive Diploma in Business Leadership | Zimbabwe Institute of Management (Zim)
- Diploma in Global Business Services (DBGS) | The Hackett Group/CIMA
- Deloitte University Accredited Facilitator | Deloitte University (EMEA)

PUBLISHED BOOKS

- Rumble In The Jungle Reloaded – Navigating Business on The African Continent (2022)
- Reflections of a Son of the Soil – A Collection Of 55 African Proverbs (2023)

Areas of Expertise

PROGRAMME DIRECTOR & FACULTY

- Business executive leader (Leadership and Strategy)
- Programme Management
- Programme Integration
- Faculty - Key Topics:
 - International Business Development Strategy with a focus on Africa and Emerging markets
 - Business Development Leadership
 - Leadership (Junior, Mid and Senior Level)
 - Digital Transformation and Innovation
 - Women in Leadership Programmes (Various including Technology & Telecoms, Energy & Resources, LSHC, Financial Services and Insurance)
- Collaborations with Academic Key Institutions: London Business School (UK), IE Business School (Spain), University of Cape Town Graduate School of Business (SA), Wits Business School (SA), Singapore Management University – SMU (Singapore), Stellenbosch Business School (SA), Henley Business School Africa, Duke CE Africa, GIBS (SA)

BUSINESS DEVELOPMENT & MANAGEMENT CONSULTANT

- Leading and closing complex deals
- Formulating and implementing successful marketing strategies
- Leading business development teams (locally and internationally)
- Doing business in Africa advisor
- Mapping the client's requirements to the business need and formulating the 'winning business strategy' for Africa
- Cross-section industry experience : Financial Services & Insurance | Life Sciences and Healthcare | Government & Public Services | Consumer | Energy & Resources | Technology Media and Telecom |

KEY CLIENTS SERVED

Private Sector

- | | | |
|---------------|-------------------|-------------------|
| • Sage Plc | • HSBC | • GE |
| • G4S | • Vodacom | • Coca- Cola |
| • JnJ | • AstraZeneca | • Lafarge Cement |
| • Pfizer | • NBA | • Dow Chemicals |
| • P&G | • Anglo American | • Dupont |
| • Afreximbank | • Volkswagen (VW) | • Barclays/ ABISA |
| • Toyota | • BMW | • Standard Bank |
| | • AWS | • Microsoft |
| | | • IBM |

Government/Public Sector

- UK Dept. of Int Trade and FCDO
- US Dept of Commerce
- Digital Government of the Kingdom of Saudi Arabia (KSA)
- Foreign Affairs Ministries of Rwanda, Nigeria, Ghana, Zimbabwe, Ethiopia
- South Africa (Various)