

Patrick Coetzee - Curriculum Vitae

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- Currently overseeing project OB5 for Pick n' Pay, he and his team are responsible for the R5 Billion reinvention of South Africa's premier retailer's non food division.
- Fresh form leading the culture building process in the Mr Price group, including full responsibilities for Human Resources, Radio, Television, Community Building and lecturing for the past 5 years at the Speciality Retail University.
- His background includes the journey from graduating as an Anglo American Management Trainee to the appointment as Human Resource Director in the Kohler Packaging Group at the age of 29.
- Over the last decade he has consulted to a number of South African businesses as a member of an international consulting organization in the areas of releasing potential and organizational transformation.
- His success in these areas has afforded him the opportunity to work in prisons and lead a number of community transformational initiatives.
- Described as a visionary, his passions at present center around nation building interventions that are sustainable and to this end he has founded Dream Builders International.
- He has spoken on numerous platforms covering a wide range of people subjects.
- Married to Kate for 20 years and their three daughters, rate as his greatest achievements.
- As an avid reader of true-life drama, he unwinds by running and canoeing.

### The Person - Executive Summary



The eternal optimist, Patrick exudes hope and enthusiasm. His passionate presentation style hits the mark and achieves the aim of inspiring individuals and teams.

### The Personality



- Resigned and developed South Africa's most comprehensive Youth Development process.
- Interviewed several of Africa's top Nation Builders.
- Key note speaker at the African 2002 HR + D conference, Sandton convention centre.
- Unilever worldwide transformation team "Enterprise" using the Peoples Model that I introduced in Mr Price as a best practice benchmark.
- Partners convention 2000 Communications Award.
- Two national television awards.
- Anchoring national retailing conferences in 1997, 1998, 1999.
- 1999, 10 000kn / 157 stores Nationwide Passion Tour.
- T.V. Media presentation of "Turn on the Heat / RT Rocks" Campaign – multi million interventions.
- 1997 – build a new vision for Correctional Services South Africa – ministerial level.
- Inspiration behind SA Rhythmic Gymnastics Team to World Champs.
- Motivation behind Transvaal Cricket Team 1996.
- Management of Hope for South Africa intervention.
- Organisation and planning of SA's largest adventure challenge series
- Partners convention 2000 Communications Award
- Anglo American twenty-four month management program in nine months.

## The Performance



- 1997 – 2002 Mr Price Group  
Head of Human Resources reporting to the Chairman  
Leadership of the H.R team and all its areas of responsibility including corporate communication  
Built the Mr Price University  
Developed and ran the Mr Price Dreams and Beliefs culture programme.  
Responsible for talent acquisition by developing the Mr Price leadership recruitment programme  
Developed the Mr Price Performance Management System  
Set up all H.R policies, practices and processes from scratch  
Developed a capable and competent H.R. team
- 1991 – 1997 The Pacific Institute  
Project Director  
Organisational Transformation
- 1985 – 1991 Anglo American and Barlows  
From H.R. Trainee to Group H.R. Director  
Board Based H.R. Portfolios

The Past

