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EDUCATION & ACCREDITATIONS

Financial Management

(Honours Degree)

UNISA, RSA

Economic & Management Science

(BCom Degree)

Stellenbosch University, RSA

Sport Management

(Postgraduate Diploma)

University of Cape Town, RSA

CBT: Cognitive Behavioural Therapy

(Practitioner Certificate)

Achology (Academy of Applied Psychology)

Lean Six Sigma Green Belt

(Accreditation completion Sep 2025)

AIGPE

Rugby Coach

(Level 2 Accredited Rugby Coach)

World Rugby

MEMBERSHIPS

COMENSA

(Coaches & Mentors of SA)

Senior Coach Credential Application

in Process

REFERENCES

Anton Moolman

UXi Sport Director of Rugby

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Dawie Carstens

Prescient Retail Business Developer

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Barry van Selm

SACS Deputy Headmaster

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HIGHLIGHTS

120+ Hours Group Leadership Coaching over the last 5 years

50+ days of team Facilitation and Coaching over the last 5 years

12+ years of 1-on-1 Performance Coaching & Mentorship

15+ years Cross Functional Management Experience

"MOVE YOUR VISION FROM THE WHITEBOARD TO THE SCOREBOARD"

PERFORMANCE COACH | STRATEGIC FACILITATOR | OD CONSULTANT

Andri's career in sport taught him that **great success stories don't happen by chance**—they inspire action and are built on **cultures intentionally designed to execute strategy**.

With 15+ years of experience in sport, business, media, major events, and teaching, he knows how to **bridge the gap between vision & execution**.

His **Soul & System Team Culture Model** links the human side—leadership, team dynamics, and individual growth—with the structure side—vision, environment, and actions—to build world class cultures.

Known for clear communication, behavioural insight, and practical tools, Andri helps leaders and teams turn plans into performance.

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Stellenbosch, WC, South Africa

AREAS OF EXPERTISE AND SPECIALISATION

- **Culture Activation** - establish culture fast for new teams
- **Storytelling & Keynotes** - teaching through stories and case studies that inspire action.
- **Turning Strategy into Culture** - aligning vision and behaviours for results.
- **High Performance Coaching** - developing leaders, teams, and individuals.
- **Cross-Functional Management** - operational insight from sport, business, and events.
- **Strategic Facilitation** - co-creating aligned strategies and cultural documents.
- **Organisational Development** - building culture with my Soul & System framework.
- **Leadership & Team Responsibility** - enabling ownership and driving culture,
- **Media & Presentation Content** - Podcasts, Explainers, Panel Discussions & more.

MOST RECENT COACHING & CONSULTING PROJECTS

- **High Performance Culture Campaign (UXi SPORT Rugby Institutes):** Development and Implementation of Management Standards & Procedures,
- **Junior Leadership Group Coaching Workshops (Various High School & University Leadership Groups):** Strategic leadership planning & personal leadership development,
- **Keynote Presentation on Team Dynamics (Outsurance Finance Department),**
- **Strategic Culture Campaign for a SA provincial cricket team (Garden Route Badgers - Division 1-Day Cup Winners):** Facilitation & implementation of Season Culture,
- **Team Engagement Workshop (PSG Wealth),**
- **Ongoing 1-on-1 Performance Coaching (Various athletes & professionals),**
- **Major Event Organising (MaxiRace Cape Winelands):** CEO / Race Director in charge of Event Planning, Strategy Execution & Project-based team management.

SOME OF THE INTERVENTIONS ANDRI CAN OFFER ORGANISATIONS

- **Team Culture Campaigns** (Leader + Team + 1-on-1 Coaching & Culture Document),
- Leadership & Strategic Planning **Facilitation**,
- Medium-to Long Term **Management Role** to oversee change & culture transitions,
- **Team Breakaways** (Facilitation & Turnkey Event Planning: Catering & Accommodation)
- On-site **Workshops, Keynote** Presentations or **Motivational Talks**,
- Corporate **Adventure Race & Team Building Camps**,
- **Coaching** for Team Members & Employees.

CONTACT ANDRI

"Any team or business who intends to create direction within their environment can only benefit when involving Andri and his experience. He is extremely professional and an easy person to work with."

- Piet Botha (Proteas Cricket Test Bowling Coach)

