

Craig METROWICH

Personal Profile

Contact Details

+27 61 082 7882
metrowich1@gmail.com

Residential Location/s Employment Equity Status Nationality

Cape Town - South Africa.
White
South African

Current Company Current Position Highest Sales Target Achieved Notice Period

U R POWERFUL Coaching (Established in: 2004)
Independent Contractor - Business Consultant
R29 Million per month (6 months: Contract at IT Company)
30 days



Tertiary Education

Institution

Tygerberg Technical College

Year Completed

1996

Studied

Marketing Management (Distinctions)

Secondary Education

Institution

Benoni High School

Year Completed

1984

Highest Grade Passed

Grade 12 - Matriculated

Overview

An accomplished **Sales Manager with over 30 years of experience, in many business sectors** including **IT, Telecommunications, FMCG, Motor Industry, Business Consulting** and a professional **Key Accounts Manager**.

A competent **sales achiever with a proven track record** of developing innovative plans and activities designed to facilitate competitive growth and competitive superiority.

Highly experienced in identifying new business opportunities, cultivating, and maintaining relationships with executive business partners, and spearheading **effective sales and market penetration strategies** positions me to **positively impact your organization**.

By leveraging expertise and insight to implement forward-thinking and strategic **business development solutions**, I excel at connecting with key **decision makers** and quickly **building profitable, lasting partnerships** that sustain revenue **growth**. I have successfully managed, coached, and **developed teams throughout my career** in **achieving sales targets at projected margins**.

Languages

Fluent in English and Afrikaans

Skills

- Strategy and Planning
- Ability to Network
- Excellent Customer Relationship skills
- Strong Leadership and Communication
- Advanced Problem Solving

- Project Management, Roll out and Business integration.
- Go to market Marketing Strategies and Campaigns
- Ability to handle pressure.
- Negotiation skills
- Entrepreneurial spirit
- Driving of Operations efficiencies
- Mentoring and Coaching
- Compiling Reports and Monthly Presentations
- Management of staff
- Accredited Professional Public Speaker

Work Experience

Company Name U R POWERFUL Coaching CC
Position Held Independent Contractor - Business Consultant
Period 08/2004 - Current

- ACCREDITED Professional Speaker with multiple blue-chip client endorsements.
- Face-to-face and on-stage communication skills.
- Foster trusted relationships with key stakeholders.
- Developing effective sales and employment plans.
- Communicating with clients to understand their goals and ambitions.
- Assisting clients to discover and overcome their personal barriers and set goals.
- Monitor and evaluate progress of clients.

Company Name Mustek - SA's ICT Biggest Supplier
Position Held Senior Key Accounts Manager
Period 05/2010 - 07/2011

- Developing and implementing strategic plans to manage and grow accounts.
- Resolved concerns with products or services to help with retention and drive sales.
- Providing superior customer service and ensuring client satisfaction.
- Supporting sales teams to improve their performance and reach targets.
- Developing and maintaining exceptional knowledge and understanding of our business, offerings, competitors, and industry.
- Deliver sales presentations and DEMOs to c-level executives and professionals.

Reason to leave: Position was contract, looking for a permanent position.

Company Name Old Mutual
Position Held National Corporate Accounts Manager
Period 03/2005 – 12/2005

- Creating and monitoring targets for the national sales department.
- Building a trusting and professional relationship with clients.
- Meeting with clients and account managers.
- Ensuring that all accounts and looked after and maintained.

Reason to leave: Position was contract, looking for a permanent position.

Company Name SIEMENS
Position Held Account Director
Period 05/2003 – 07/2004

- Plan budgets and activities for account management in the company.
- Serve as the point of contact for enterprise customers in my portfolio.
- Understand customer requirements and needs to offer suitable solutions and generate new business.
- Ensure the timely delivery of services and products to clients.
- Resolve Issues to maintain and strengthen customer trust.

Reason for leaving: Retrenched due to the division closing.

Company Name MTN
Position Held Regional Sales Manager
Period 09/2002 – 04/2003

- Achieving growth and hitting sales targets by successfully managing the sales team.
- Designing and implementing a strategic sales plan that expands company's customer base and ensure its strong presence.
- Managing recruiting, objectives setting, coaching and performance monitoring of sales representatives.
- Prepare weekly sales reports for top management.

Reason for leaving: Headhunted by Branch Manager who worked for SIEMENS.

Satisfied CLIENTS:

- Microsoft
- Old Mutual
- SITA
- Westvaal Motor Group
- Mustek: Samsung, Acer, Mecer, Lenovo, Toshiba, Posiflex, Brother, Asus, Epson,
- MWEB
- CompuGroup Medical
- Porsche
- MTN
- BMW
- Toyota
- Rectron
- Subaru
- Barloworld
- Bidvest
- Metropolitan
- Mercedes-Benz
- GM – Opel, Isuzu
- BMW Donford Motorrad
- UD Trucks
- Globeflight
- Barons VW

- Lexus
- Santam
- The Mount Nelson
- WITS
- O'Keeffe & Swartz
- Altech
- BP
- IBM
- Mediclinic
- UCT
- Nissan
- EDCON
- Boating World
- GUCCI
- Mekor Group
- Cradle Technology Services
- Jaguar
- Land Rover
- Fury Group
- Eastvaal Group
- Ford

- Mazda
- Häagen-Dazs
- Quirk
- CMH Group
- Computer Universe
- IC Auto Group
- Achievement Awards Group
- Frontfoot
- Erinvale Estates Hotel
- Excellent Meat Co.
- Kia
- Lowrance
- Hyundai
- TOPCO
- Platinum Solutions
- MasterCraft Africa
- Seeff Training Academy
- Datafinity
- MEDIA24

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Contactable References (2026)

- Datafinity ----->>>> Allen Pascoe
- Mustek ----->>>> Ernest Walker
- Boating World ----->>>> Derrick Levy
- CHOC ----->>>> Lynette Muthuray
- MEKOR Group ----->>>> Dawie Krynauw
- MEKOR Group ----->>>> Eric Scoble
- Subaru ----->>>> Tienie Bester
- Westvaal Motor Group ----->>>> Peter Bird
- Porsche ----->>>> John Corfe
- Toyota ----->>>> Johan Olivier
- Dean Hoffman Racing----->>>> Dean Hoffman
- DIB - MFC, NEDBANK ----->>>> Sean Dryden
- DIB - MFC, NEDBANK ----->>>> Johan Van Tonder



"BRILLIANT
just what was needed to get the
staff **INSPIRED."**

Testimonial from: Toyota

"We found Craig's talk
most Inspirational
and Energetic!"

Testimonial from:
CHOC – Childhood Cancer Foundation

Testimonial from:
MUSTEK LTD

"Craig is also an **experienced Professional Speaker** and within this contract was tasked to manage, host and act as Master of Ceremonies at our **11 Dealers events** (included: 2 x Gov. Tech events). **This was a huge success;** evidenced by the positive written feedback received from attendees."

"Craig is a powerful and
experienced coach
who takes SALES to
another level."

Testimonial from: Globeflight

"It has been a pleasure
having you spend
time with the
staff and management."

Testimonial from: UNITRANS

Testimonial from:
Achievement Awards Group
"Craig facilitated with enthusiasm,
passion and energy
resulting in a commitment
from each delegate."