



Revendran (Joey) Moodley

• PERSONAL DETAILS •

ID Number: 7709165035089
Nationality: South African
Demographic Profile: Indian Male
Geographic Profile: Johannesburg
Languages: English & Afrikaans
Driver's License: Yes (40990003JP8S)
Health: Excellent

• PROFESSIONAL SUMMARY •

Highly experienced Business Development and Chief Executive Officer with over 23 years' experience in sales, marketing, operations, business development, compliance and consulting within the multinational, multi-billion dollar pharmaceutical and medical device industry. Proven experience in developing strategies, risk analysis, marketing research, sales, mergers & acquisitions and quality assurance. Strong project management, business focus and resource management capabilities. Has received various awards for outstanding performance, internationally.

• NOTABLE ACHIEVEMENTS •

- Two decades of International success in business development in South Africa, India & Africa.
- International leadership team for Depuy Johnson & Johnson.
- Winner of many local and global awards.
- Success in growing markets for various global leading product lines.
- Compliance black belt.

• CAREER HISTORY •

March 2019 – Present
FLUROVIZION HOLDINGS (PTY) LTD

Group Chief Executive Officer

January 2018 – Present
CLEAN POWER AFRICA (PTY) LTD

Chief Operations Officer

January 2018 – Present
CENTER POINT ENERGY (PTY) LTD PRIVATE EQUITY GROUP

Chairman

February 2016 – Present
INTERNATIONAL MEDICAL AND SURGICAL INSTITUTE (PTY) LTD PRIVATE EQUITY GROUP

Chairman

January 2010 – Present
ORYX INDUSTRIES (PTY) LTD

Chief Executive Officer

June 2011 – May 2020
MEDMETRICS (PTY) LTD

Chief Executive Officer

June 2015 – May 2019
VANMED (PTY) LTD

Chief Executive Officer

2007 - 2011
JOHNSON & JOHNSON (PTY) LTD

Business Development Manager

2003 - 2007

SMITH & NEPHEW (PTY) LTD

Strategic Business Development Consultant Arthroplasty /
Endoscopy Senior Consultant

• **EDUCATION AND PROFESSIONAL REGISTRATIONS** •

Professional Body Registration

- Institute of Directors of Southern Africa

Master's in Business Administration, 2015

Henley-University of Reading

M.Med.Sc

Masters in Medical Science, 2006

Nelson R Mandela School of Medicine

• **FULL ACADEMIC RECORD** •

SECONDARY EDUCATION

Avoca Secondary School

Matric

1995

Head Prefect

TERTIARY EDUCATION

Name of Degree / Diploma	Institution / Dates	Major Subjects	Completed
Master's in Business Administration	2014 Henley-University of Reading	Thesis: The Impact of Ethics in the South African Medical Device Industry	Yes
Master's in Medical Science	2005 Nelson R Mandela School of Medicine	Thesis - Research Area: Oesophageal Carcinoma Genetic Aberrations on Chromosome 17 in the Human DNA in Relation with Tylosis and Loss of Hetrozygosity Published article: International Journal of Clinical Pathology. 2006. "Abnormalities on Chromosome 17 in Oesophageal Cancer"	Yes
Biomedical Technology (Honours)	2000 Durban University of Technology	Intergrated Pathophysiology, Molecular Biology IV, Research Methods, Laboratory Management	Yes
Biomedical Technology	1998 Durban University of Technology	Histology, Chemical Pathology, Haematology, Cellular Pathology, Microbiology, Immunology	Yes

OTHER COURSES COMPLETED

- Leadership / Strategic Management Course / Deloitte
- Advanced Arthroplasty Surgery / Memphis, USA
- Integrity Selling Skills
- Assertive Selling Skills
- Initial Training Course in Pharmaceutical Selling
- PPP Training
- Leadership Training
- IPAC Computer Training

EXPERTISE

- Business development
- Operations
- Developing strategies
- Compliance management
- Commercialisation
- Project & sales management
- Marketing research
- Professional education
- Coaching/mentoring / talent development
- Developing partnerships, i.e. PPP with Government
- Strategic planning
- Business/health care compliance
- Turn around strategies
- Clinical evaluation
- Sales & marketing strategy development
- Managing healthcare
- Quality assurance

STRENGTHS

- Operational / business plan formulation
- Management skills and leadership/mentoring capabilities
- Strong planning, organising and monitoring abilities and an efficient time-manager
- Responds quickly to changing situations and works well under pressure while maintaining individual team effectiveness
- Strong analytical skills - able to analyse complex data, draw meaningful conclusions and make business recommendations
- Attention to detail, planning, organisation and daily delivery requirements
- Excellent communication and influencing skills
- Proven leadership skills involving managing, developing and motivating teams to achieve their objectives.
- Focused, self-motivated and target driven; determined to succeed
- Effective judgment and decision making skills
- Strong business vision and strategic acumen

Major Projects Achievements

- Project 1 - A Representative of the SAMED (South African Medical Device Industry) Sub-committee that addresses challenges of the medical device industry. This committee liaises with the various specialist medical societies to overcome pending issues (2009).
 - Project 2 - Led a critical project for developing partnerships with traditional and non-traditional stakeholders who influence Johnson & Johnson's business (2007-2010).
 - Project 3 - Spearheaded a no-scrub policy for J&J South Africa - It was a complex and daunting project aiming to address the theatre conduct of all medical professionals. It involved working closely with the South African J&J Legal Advisers, to initiate and execute a new theatre protocol with the Health Professional Council of South Africa. This project is going to reshape the medical industry in South Africa (2009).
 - Project 4 - A pivotal member the Health Care Compliance special project team for J&J South Africa that played an integral role in leading the way for ethical business relationships and the American Federal Corruption Practices Act compliance. This role influences everyday business interactions with Government Officials and medical professionals (2007-2010).
 - Project 5 - Special projects responsibility for the Executive Board – Initiated an online training program for the representatives. Developed this strategy and piloted the project successfully within the Depuy franchise (2009).
 - Project 6 – A member of the Quality Assurance project team for J&J South Africa, aiming to address proper protocol for handling contaminated products and equipment. This team was developing systems and processes to overcome this operational challenge (2010).
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- Project 7 - A member of the Loan Set project team for J&J South Africa, aiming to address proper protocol movement and the need of loan equipment for surgical procedures. This team was developing systems and processes to overcome this logistic challenge (2010)
- Project 8- Government PPP projects and addressing health care crisis within Government sector in South Africa & Africa. Financial modelling for private and state sector (2015).
- Expansion into Africa (2016).
- Project 9- Spearheading roll out of clean energy projects across SA with groundbreaking new technology (2019-present)

Achievements

- KZN Territory of the Year - Endoscopy (2005, 2006 & 2007) - This was attributed to sales, business growth, volume growth, etc. in excess of 50%.
- Managing Directors Award for Outstanding Business Achievement – Endoscopy (2005). This award is given to individuals with exceptional business achievements. Only high calibre and valued employees receive this award.
- KZN Territory of the Year – Arthroplasty (2006). This was attributed to sales, business growth, volume growth, etc. in excess of 50%.
- Directors Award for New Business Development – Arthroplasty (2006). This award is given to individuals with exceptional business achievements. Only high calibre and valued employees receive this award.
- International Presidents Award (2006/07). One of 4 people nominated worldwide. It is rare and a mere nomination is an extreme privilege. This is given to an individual who brings change and diversity to the business. A person who is irreplaceable for their achievements. This was in lieu of my strategic development role in the Middle East as well as the accomplishment of executing an effective business strategy that was sustainable and that achieved all set goals/targets.
- Achieved the long term J&J Deputy Lifetime Award.
- A member of the Executive Directors' ELT (Extended Leadership Team)

Reason for Leaving

New Opportunity

SUMMARY OF PREVIOUS PERIOD

AVENTIS PHARMA

2002 – 2003

Specialist / Consultant (Oncology Business Unit)

Medical Representative (Anti-Infective, Bone & Gi Business Unit)

INNOVEX SOUTH AFRICA

2001 – 2002

Medical Representative

DURBAN UNIVERSITY OF TECHNOLOGY

2000 – 2001

Laboratory Assistant (Medical Microbiology)

KING EDWARDS VIII HOSPITAL

1997

Experimental Training: Haematology, Cellular Pathology, Chemical Pathology & Microbiology

DR BOUWER, PILLAY & PARTNERS

1997

Experimental Training: Cytology