

**CURRICULUM VITAE
NICHOLAS DEKKER**

COVER LETTER

My name is Nicholas Dekker. I am an advocate of education and business alike. From an educational point of view, I have acquired 3 qualifications. I started studying 2008 with a Bachelor Of Commerce Degree in Marketing through the University of South Africa in conjunction Varsity College of Advitech Group (One of the largest private educational institutions in South Africa). I spent some time in the Netherlands in 2013 and 2104 and then returned to South Africa to completed my Post Graduate Honours Degree in Business with Thesis in Corporate Strategic Management. I am also a qualified Principal Realtor and currently an MBA scholarship prospectus to 3 Universities within the Top 40. I have deferred these opportunities for now.

I started working 14 years ago as a part time waiter and bartender while in school still. I worked continuously while studying to raise funding for my education, family needs and business interests.

I started off my formal working career as the Marketer for South Africa's 3rd largest Audio Visual rentals firm and stayed there for around 1 year. I went on to start my first business in 2009, Carbon Events, which is still in operation today. Between then and now I have consulted for the countries biggest liquor distributor, launching one of the worlds largest energy drinks into the on-trade market. I started my own liquor distribution business in 2010. We went on to acquire a redistribution centre and liquor store for the purpose of horizontally integrating our initial small product range, with a far larger one that we could expands into our existing networks. We sold out of the market due to low margins, increased competition and monopolization behaviour from a public enterprise in 2014. I have also consulted for the patent holder of handheld parking management technologies, assisting municipalities and governments inbetween my other responsibilities.

Just after my exit from the distribution business I divested into a music festival brand with 4 other partners named The Eden Experience. Within 1 year I had tripled the festival size, quadrupled turnover and turned a broke even business into a highly profitable one. We are currently rated as one of the top 10 exclusive house and techno music festivals on the African continent. Our resident artists are now being booked to play all over the world.

My longest standing most sustainable venture remains the first. Carbon Events Bar Services is now the largest supplier of Bar Services and Project Management to the fastest growing music festival and sporting industry in the world. We supply everything to make large bars work in outdoor environments. From generators, to tents, bar structure, fridges, logistics, liquor, staffing, till systems, floats, card machines, cashless payment mechanisms, management, operations, cash and inventory control systems. We supply these services to almost 100 large events per year (including our own events) and cater for around 50 000 thirsty people at maximum capacity. We

have employed in excess of 3000 young adults with intention of assisting them to fund their studies and lifestyles while study.

As liquor brands loose on trade market share to the growing festival market, many of them have become stakeholders in our events centric company. AB-Inbev as a whole, Corona, Jack Daniels, El Jimador and Redbull to name a few. As the Managing Director and active head of Finance, Marketing and Operations I personally oversee the distribution of in excess of 30million ZAR worth of turnover and client funds, all new business and form an advisory role to our senior management on operations from start to finish.

With all of the above said. I have started the ball rolling on some exit strategies from my South African investments. I have residency in the Netherlands and United Kingdom. I have come over to the UK with my long term girlfriend in search of personal establishment in the 1st world which is a safer and more sustainable move for us. I am in the process of evaluating opportunities that exist in the given job market.

General business management is one of my passions. I flourish in environments that require me use my studies and experience holistically for the greater good of the organization. I like to view challenges as problems that I will enjoy meeting and overcoming. I try my best to stay positive at all times.

PERSONAL AND BIOGRAPHICAL INFORMATION

Name: Nicholas James Dekker
Date of Birth: 09 August 1989
Original Nationality: South African
Residency Acquisitions: Netherlands (EU) and United Kingdom

RSA Identity Number: 8908095075087
Drivers Licence: Code A & B (Light Motor Vehicle & Motor Bike)
RSA Address: Meadowridge, Cape Town, 7806

NLD BSN Number: NLD97024591
NLD Address: 1013 ML Amsterdam

UK NI Number: Pending
UK Address: Ealing Central, London

Languages: English (1st), Afrikaans (2nd) and learning Dutch
Health: Excellent (Seasonal Allergies In SA Only)

Contact Number: +27 72 757 3130
E-mail Address: dekker07@gmail.com
LinkedIn Profile: [linkedin.com/in/nicholas-dekker-713b6985](https://www.linkedin.com/in/nicholas-dekker-713b6985) (not updated)

EDUCATION AND TRAINING

Future Studies: MBA (Masters Business Administration), Life Coaching (COMMSA)

Post Graduate Qualification: BComm Honours Degree Major Strategic Management
Details: Graduated from the University Of South Africa in July 2015

Subjects:

- Strategic Management (MNG4801)
- Project Management (PRO4801)
- International Business (INT4801)
- Research Methodology (HMEMS80)
- Research Proposal (HPBUSU81)

Thesis: - Research Reporting (HPBUSU82)
 Strategies employed by organisations in the contemporary business environment and their strategic fit. Focus on growth strategies employed by publicly listed companies in the Banking, Food and Apparel industries aiding protection and recovery from the post global recessionary conditions of 2012.

Bachelors Qualification: Bachelor Of Commerce Degree
 Major Marketing Management

Details: Graduated from the University Of South Africa in July 2013. Combined in House Training with Varsity College (of Advitech Group, the largest private tertiary education providers in Southern Africa) and correspondence studies from home and abroad.

Subjects: Accounting ACN101, Accounting ACN102, Commercial Law CLA101, Commercial Law CLA104, Economics ECS101, Economics ECS102, Workplace English ENN104, Economic and Management Environments INM101, Economic and Management Environments INM102, Industrial and Organisational Psychology IOP101, Business Management MNB101, Business Management MNB102, Commercial Law CLA202, Macroeconomics ECS202, General Management MNG201, Human Recourse Management MNH202, Marketing Management MNM202, Public Relations MNX202, Customer Behaviour MND204, Entrepreneurship and Small Business Management MNE202, Financial Management MNF202, Strategic Planning MNN301, Relationship Marketing MNM301, Microeconomics ECS206, Personal Financial Management FIN260, Global Business Environment MNI301, Marketing Research MNM302, Product Management MNM303, Promotion Management MNM304, Performance Management HRM370, Entrepreneurship and Small Business Management MNE370, Strategic Implementation MNG302

Second Last School Attended: Sweet Valley Primary School
 Last School Attended: Bergvliet High School
 Highest Grade Passed: Grade 12 Senior Certificate

Subjects Passed: English First Language, Afrikaans Second language, Advanced Mathematics, Geography, Computer Studies, Accounting Science

Academic Achievements: Highest Grade 12 Computer Studies award at 96%. Matric Senior Certificate with Endorsement, Merit and University Exemption

WORK EXPERIENCE

Employer: Carbon Events Management

Description: South Africa's Leading Bar Services and Project Management Service Provider to the fastest Growing Outdoor Music Festival and Sporting Events Industry in the World.

Address: Cape Town, Durban & Johannesburg, South Africa

Job Title: Managing Director

Period of employment: 2008 – 2017 (9 Years & Current)

Responsibilities and Tasks: CEO and acting head of Finance, Bus Dev, Marketing and Operations

Reference: Super Group Liquor Merchants, South Africa Breweries, Vortex Trance Adventures, Good Food & Wine Show (Ferreira Menlo Italy), Getaway Show, Spilt Milk, Kinky Disco, Rocking The Daisies, Gareth Price, Steven Burdett.

Employer: The Eden Experience

Description: Premium outdoor lifestyle and music festival focused on showcasing some of the world's best House and Techno artists in an exclusive multigenerational, production centric environment. Voted one of South Africa's Top 10 Outdoor Music Festivals 3 years in a row.

Address: Cape Town, South Africa

Job Title: Managing Director

Period of employment: 2015 – 2017 (Current)

Responsibilities and Tasks: CEO and acting head of Finance, Marketing and Operations

Reference: Ampere Event Technologies, Dean Fuel Music, Open Bookings, Kalil Brazil, My City By Night, Solace Holdings.

Employer: The Carbon Group

Description: Sales, Marketing And Logistics Services

Address: Cape Town, South Africa

Job Title: Managing Director
Period of employment: 2009 – 2017 (Current)
Responsibilities and Tasks: CEO and acting head of Finance, Marketing and Operations
Reference: Smooch Beverages USA, Nawty Media and Connor Uber
Cape Town

Employer: Blue Bottle Liquors
Description: South Africas Largest Franchise Liquor Retail Group
Address: Parklands, South Africa
Job Title: Managing Director
Period of employment: 2013 - 2015
Responsibilities and Tasks: Head Of Liquor Redistribution to On Trade Outlets and Events
Reference: Jack Cullanin, Grant Moukarzel

Employer: ADO Research Labs (PTY) Ltd
Description: Local Government Technology and Municipal Payment Collection Service Providers. Patent holders of handheld parking and Touch Card Technologies in Africa.
Address: Cape Town & Johannesburg, South Africa
Job Title: Business Development Consultant
Responsibilities and Tasks: Acquisition, facilitation and appointment of parking operator contracts to supply staffing, equipment, financial, technological and management services to many major South African Municipalities and Private Sector businesses. Design, facilitation and implementation the ADO QuickPark prepaid parking touch card to motorists in South Africas largest city. Project Management, Tender Brief Networking and Engineering advancements specification guidance.
Period of employment: 2012 - 2014
Reference: Adrian Oosterberg, Group CEO, +27 83 287 6410 (RSA), +61 408 401 673 (AUS), adrian@ado.co.za

Employer: AV Direct
Description: South Africas Leading Audio Visual & Creative Technical Event Production Service Providers
Address: Diep River, Cape Town
Job Title: Marketing Manager
Responsibilities and Tasks: Client Acquisition & Retention, Business Development, Client Retention, Cost Estimation, Database Management, Newsletter Management, PR Management, Budget Control,

Marketing Management, Cost Estimation and On Site Management.

Period of employment:

2009 - 2011

Reference:

Anthony Van Andel, Managing Director, +27 83 628 3438, anthony@avdirect.co.za

Other Previous part time employment between 2005 and 2009 included but are not limited to: Aupair, Driver and Tutor for Reddam House Private School students. Driver, Order Preparation and Quality Control for St Elmos (Now Dominos) as well as Scooters Pizza. Bartending, waitering and promoting for Urban Tonic, VIP Promotions. Model for 18 & Below.

WORKPLACE ACHIEVEMENTS

- Founding, owning and managing the leading bar service and project management service providers to the fastest growing out music festival and sporting events industry in the world.
- Owning and managing one of the top 10 outdoor house and techno music festivals on the African Continent.

GENERAL

Hobbies:

Off Road Motocross, Wakeboarding and Helping

Others

Interests:

Education, Business, Marketing, Motivational Speaking, Philanthropy, Politics, International Relations, Future Studies, Technology, Exercise, Nutrition, Health, Wellbeing, Friends, Family, Socialising.

Extramural Activities:

Cycling, Jogging, Yoga, Swimming, Weightlifting