

CURRICULUM VITAE

Name: Dr Mark Fuller

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PERSONAL

Marital status: Married, 1 child

Nationality: South African (Naturalised) and British (Citizenship)

Health: Excellent

Interests: Cycling, water sports, camping, hiking, running, and travel

References: Personal and business references, including supporting documents, are available on request.



Afrilean

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Dr Mark Fuller
Coach, Academic, Consultant



Afrilean

ICF Coach:

- Neuro Coaching
- Executive Leadership
- Strategic Communication
- Team Empowerment
- Ikigai Coaching

Academic:

- Supervisor
- Moderator
- Lecturer:
 - Research
 - Operations
 - Strategy

Consultant:

- Quantum Thinking
- Leadership
- Communication
- Strategy
- Change Management
- Operations
- Lean

MOTIVATION

With a track record of designing over 30 development programmes and facilitating more than 1,500 workshops and seminars across local and international platforms, I bring deep expertise in unlocking organisational performance through knowledge, systems, innovation, and people. My approach integrates Quantum Thinking and Lean methodologies to drive practical implementation of innovation and systems thinking across sales, operations, marketing, and strategic business management.

My academic foundation reinforces this practice-based expertise:

- My Master's in Business Administration (MBA) focused on enhancing business performance and employee empowerment through Lean Thinking.
- My Doctorate in the Management of Technology & Innovation (DMTI) produced a conceptual framework for employee self-empowerment, designed to improve alignment, engagement, and agility using Quantum Thinking.

This combination of academic rigour and practical application enables me to deliver high-impact interventions that align strategy with execution, encourage agile leadership, and build resilient, innovation-driven cultures.

PROFILE

Coaching:

I am a certified coach and member of the International Coaching Federation (ICF), specialising in brain-based coaching, with over 1,100 hours of experience in executive, business, and academic coaching. Additionally, I educate leaders and managers to strengthen their coaching capabilities and refine their strategic questioning skills. As an Ikigai coach, I guide employees and students through periods of transition to cultivate meaningful work-life balance.

Academics:

I am a lecturer, facilitator, moderator, and supervisor for several educational institutions.

- Da Vinci Institute - involved at undergraduate and postgraduate levels on Project-Based Research, Strategy, Business Management, Project Leadership, Managing People, Innovation, Operations and Lean Manufacturing. I have developed learner modules for Undergraduate Research and PGDip Research as well as Project Leadership and Strategic Marketing for Masters's level. Additionally, I represented the teaching faculty on the Senate, Ethics Committee, and Academic Committee from 2018 to 2025.
- Tswane University of Technology (TUT) – involved in the Finance faculty (Accounts, Audits, Public Finance) at the PGDip level on Project-Based Research, preparing students to submit their Master's research proposals.

- WITS Business School – lectured to banking leaders on ‘Future Thinking for Leaders’
- Masterstart – lecture on ‘Business Communication’ and ‘Strategic Communication & Influencing Direction’. I have also been involved in developing the ‘Change Management’ program.
- Milpark Business School – guest lecture on ‘Innovative Operational Strategy’.
- Eduvos – presented ‘Innovation: Finding your Unicorn’ at the youth conference

I currently supervise two Master's students and three Doctoral students.

Consulting:

With over 30 years of experience in international business and project management, I have led the development of people, processes, and strategies at all levels across diverse business environments. This includes the development and implementation of multiple change management initiatives, leadership programs, and communication strategies, with a strong focus on performance improvement, organisational alignment, and agility. I have shared insights on innovation and strategic thinking at industry conferences, including CHE in Pretoria, Build It in Durban, and the LEAN Summit in Atlanta.

STRENGTHS

An entrepreneurial strategist with a proven ability to identify and capitalise on business opportunities that drive profitability and maximise return on investment. Combines lateral thinking with intuitive insight and analytical precision to support high-impact decision-making and negotiation outcomes.

Lateral thinker, intuitive but analytical decision-maker, skilful negotiator and effective strategist with entrepreneurial understanding. Successful in identifying and implementing business opportunities, generating profitability and enhancing return on investment.

Strong communication and interpersonal skills with the ability to engage across diverse cultures and organisational levels.

Equally effective in one-to-one engagements and group settings, whether leading coaching or supporting teams. Demonstrates excellence in staff development, motivation, and performance management, developing environments of growth and accountability.

Thrives on challenges. Agile, innovative and creative mindset in adapting and applying knowledge and experience across various industries and environments.

VALUE ADD

Passion for growing businesses through people development, empowerment, and knowledge transfer. Strong project management and presentation skills based on extensive international experience in project implementations, creative problem solving, operations and sales.

SUMMARY OF SKILLS

Knowledge and Skills transfer (Coach/Mentor/Lecturer)

- Development, presentation and implementation of courses, workshops and seminars on Lean thinking and processes.
- Development of e-training modules for sales, management and product knowledge.
- Consultation on and development of SETA-related skills-building programs.
- Facilitated over 1200 undergraduate and post-grad research projects.
- Lectured on Project-Based Research, Management of People, Innovation, Technology & Systems, Operations & Manufacturing and Business Management & Strategy.
- Coaching and mentorship of management and operations teams.
- Developed articles for business journals and online blogs.

Consulting

- Entrepreneurship focused on developing emerging businesses in rural communities.
- Development and implementation of Business Strategies relating to manufacturing and sales processes and systems.
- Refinement of Strategic Operations and Management processes and systems.
- Development and implementation of employee development processes focused on knowledge transfer and self-empowerment.
- Development of training material and presentation of workshops.
- Present at seminars.
- Coaching of management and teams.
- Design and implementation of LEAN projects, both locally and internationally.

Sales and Marketing

- Development and execution of Sales & Marketing Strategies at the Executive / Director level.
- Development and execution of CRM and e-strategy, systems and processes.
- Development of new channels and products through innovation and communication processes and systems.
- Development of high-performance teams.

Project management

- Development and international implementation of change processes and LEAN projects in the workplace.

Management & Strategy

- Developed business strategies related to new business and staff development.
- Developed leadership management tools.
- Developed and implemented pricing and budget strategies focused on profitability.
- Developed team innovation model using VSM and Blue Ocean strategy, resulting in new channels to market and new products.

CAREER ACHIEVEMENTS

- Full or part shareholding in five businesses.
- Achieved double-digit growth for three corporations.
- Successfully restructured and developed multiple national sales strategies and teams.
- Assisted in setting up three SMMEs.
- Empowered over 150 teams to manage their workplace.
- Member of the International Coaching Federation (ICF)
- Member of the Institute of Business Management
- Founding Member of the United Professional Sales Association South Africa (UPSA)

ACADEMIC QUALIFICATIONS

Education / Qualification	Institution	Year Completed
DMTI	Da Vinci Institute	2023
Brain-Based Coaching	NeuroLeadership Institute	2016
MBA	Milpark Business School	2006
Skill Development Facilitator	Services Sector Training Authority	2005
Services SETA SDF & Assessor	Services Sector Training Authority	2004
Diploma in Business Management	Institute of Business Management	1990
Sales Management Diploma	Damelin Management School	1989
<u>Additional courses</u>		
Sustainability in Practice	Coursera (Pennsylvania University)	2014
Swartland Group EDP	Stellenbosch Business School	2012
LPG Gas Installer	LPG Association (SA)	2008
Welding Product & Process Knowledge	Afrox	2007
Advanced Facilitation	Business Institute	2007
GROW Coaching	Business Institute	2006