



Francis *FP* Aldrich

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Work Experience

- Head: Digital (September 2023 to Present) – PPS
- Head: Digital Interface Development (April 2023 to August 2023) – PPS
- Segment Head: Graduate and Early Professional (Jan 2021 to March 2023) – PPS
- Technical Marketing Specialist/Segment Manager: Graduate Market (Jul 2019 to Dec 2021) - PPS
- Technical Marketing Specialist/Product Owner: Business Assurance (Oct 2017 to Jun 2019) – PPS
- Technical Marketing Specialist (Jan 2014 to Sept 2017) – PPS
- Product Specialist (Jan 2012 to Dec 2013) – PPS
- Member-elected Retirement Fund Trustee (Nov 2016 to Jul 2021) – PPS Retirement Fund
- Candidate Attorney (Aug 2010 to Nov 2011) – Symington & De Kok Attorneys

Formal Qualifications

- Master of Business Administration (in progress) – Henley Business School
- Diploma in the Management of Technology and Innovation (2017, with distinction) – Da Vinci Institute
- Postgraduate Diploma in Financial Planning (2011) – University of the Free State
- Bachelor of Laws (2010, with distinction) – University of the Free State
- Bachelor of Commerce (2008, with distinction) – University of the Free State

Professional Designations

- CERTIFIED FINANCIAL PLANNER® Professional
- Non-practising Attorney

Key Knowledge and Interests

- Leadership, Strategy and Transformation
- Digital, Digitalisation, UX/UI
- People behaviour, self-management and change
- Marketing Strategy, Product Marketing and Communication
- Financial Planning

Key Skills and Competencies

- Planning, organising, coordinating and leading initiatives to get them done
- Synthesizing complex matters
- Transforming complexity into simplicity
- Building partnerships, collaborating and communicating effectively to find win-win situations
- Imagining and creating innovative and creative solutions with its customer at its core

Key Personality Traits

- Steady, confident, disciplined and dedicated, adjusting to challenges as they come
- Proactive with a positive attitude
- Acts with integrity and an honest disposition when dealing with others
- Logical and analytical with a strong focus on innovation and creativity
- Accurate, detailed, thorough, and methodical when approaching tasks

Key Motivators

- Working with self-starting, solution-driven, collaborative people
- Challenge and intellectual stimulation
- Creative and innovative freedom to craft solutions that creates value for others
- Acknowledgement and respect for my contributions
- Living a balanced, honest and authentic life, spending adequate time with my wife and children.

Hobbies and Interests

- Motor racing and motorsport (active competitor)
- Reading (personal development and science-fiction)
- Running (also taking part in half-marathons), strength training and yoga
- Computer games (real-time strategy or racing simulators)
- Guitar, bass and percussion