

SEBULON CHILHO CHICALU

📍 P.O.Box 997, Rundu
Namibia.

☎ +264 (0) 811 24 69 10

✉ scchicalu@gmail.com

MY MOTIVATION

I have acquired the experiential and tactical leadership and management traits in my work-life time experience and would like to use it to develop commercial enterprises, share and develop others to succeed in the business environment. I believe that my Talents, Strengths and Experiences will surely add inestimable worth to your good organization and industry at large.

INNATE TALENTS, STRENGTHS, COMPETENCIES AND APPLIED SKILLS:

- I am an internationally certified GALLUP CliftonStrengths Coach since Jan 2020. Privately, I coach corporate professionals, and train in Management Development Programs to first, appreciate and practice their innate talents and strengths and how to manage, lead High-Performing Teams, Team Leadership Dynamics and become High-Performing Managers themselves.
- My top five examined CliftonStrengths / Talent DNA Themes are: I am Responsible, Futuristic (positive look into the future), Strategic (find solutions to problems), Focused (highly attentive) and Self-Assured (highly confident) professional.
- I am a brilliant strategic thinker, an originator of solutions, ideas and strategies, a diplomat in style, lead with a vision and possess a high level of integrity and conscience.
- My empirical strengths are in Business and Enterprise Development, Policy and Strategic formulation and implementation; Public - Private Sector Partnership Formation; Local Economic Development; Strategic Human Resources, Employee Engagement, Performance Management, Talent and Leadership Coaching, Mentorship, Individual Development, and Employee Relations Building, amongst other areas in tactical Operational Management.
- I love leading and developing teams, creating winning business plans and strategies and increasing shareholders' value. and enjoy leading mindset change, redesigning business processes, developing new markets and businesses, positioning company / strategic business units for profitability, growing revenues and forming strategic alliances.

EDUCATION

Maastricht School of Management (MSM)

Master of Business Administration, April 2019 with specialization in enterprise development activities, public-private partnerships and local economic development.

Cyprus Institute of Marketing

- Bachelor of Science in Business Administration (2001)
- Advanced Diploma in Business Administration 1999
- Diploma in Marketing Management 1997

PROFESSIONAL CERTIFICATION / RECOGNITION:

- **GALLUP**
 - *Professionally Certified CliftonStrengths /Talent Coach, January 2020
- **Wits Business School - South Africa**
 - *Professional/Certified Trained as Board Member / Trustee and Examination, September 2018

PROFESSIONAL CERTIFICATION / RECOGNITION:

Stellenbosch University (Graduate School) in South Africa

*Professional Certificate in Senior Management Development Programme, 2006

University of Namibia

*Corporate Governance and Board of Directorship Training, 2005.

Certified Talent Economist Training in Cape Town in 2014.

Attended intense professional hotel industry strategic capacity building workshops conducted in house by Professor Najeeb Khan Group Executive Advisor over a period of 3 years.

Attended professional training in Performance Management, Balance Scorecard, Masterclass in HR Analytics, industrial relations, managing discipline at workplace and conducting disciplinary processes, etc.

CORPORATE GOVERNANCE / BOARD EXPERIENCE:

- Board Member Renaissance Medical Aid Fund (2015–2017;2018–2020;2020-2022)
- Executive Director / Board Member NWR (2002-2007)
- Executive Member of NAPWU Highest Decision Making and Policy Body, Central Executive Committee (CEC) (2002- 2015)
- Executive Member of NAPWU National Executive Committee (NEC) (2002 – 2015)
- NAPWU Regional Chairperson of Khomas, Hardap, Omaheke, and Otjozondjupa political regions (2002 – 2007)
- Executive Secretary General of the national Full Gospel Church of God in Namibia (2008 – 2017). Key leader and negotiator of Church Administrative independence from South Africa and reintegration with USA Church and Church of God Africa Council.
- Director of Namibia Evangelical Theology Seminar from 2008 until 2013.
- Director of Federation of Namibia Tourism Associations (FENATA) 2010 – 2013.
- Member of the Council of the FENATA Governing Council since 2008 – 2010.
- Member of the Tourism Sectorial Planning Committee for National Development Planning 4 (NDP4) 2001 - 2015.
- Active Member of NANSO, Student Movement and SWAPO Party, local, district and regional structures since 1988, Leevi Hakusembe and Maria Mwegere Senior Secondary School.
- Trained in community/civil and labour movement mobilization at KAYA College, Johannesburg, South Africa, 2002.

ABRIDGED WORK EXPERIENCE:

- Board & Corporate Governance Experience for 20 years, since 2002.
- Member of Executive Management for 22 years.
- Director of Tourism and Gaming, Ministry of Environment, Forestry and Tourism July 2021 to date.
- Chief Operations Officer (NWR, 2019 - June 2021; 2005-2007; 2009-2014), 8 years.
- Chief Human Capital Officer (2012- 2017 and 2020 - June 2021), 8 years.
- Senior Manager: Strategic Marketing, Sales & Communication (2006–08), 4 years.
- Worked as Manager for Advertising, Sales and Marketing at NWR, 2001 - 2004
- I have gained pragmatic knowledge and competency in strategy formulation & implementation, policy development, product innovation & development, supply chain management, sales, communication, strategic marketing, operations management, human resources, change management, talent development, performance management, employee relations, employee engagement.

SENIOR AND EXECUTIVE MANAGEMENT AND LEADERSHIP EXPERIENCE AND NOTABLE ACHIEVEMENTS:

My Senior and Executive Leadership and Management Experience extends over 27 years. Comprehensive details are provided below:

DIRECTOR OF TOURISM AND GAMING, MINISTRY OF ENVIRONMENT, FORESTRY AND TOURISM, JULY 2021 TO PRESENT.

MAIN RESPONSIBILITIES:

- To ensure that the Tourism Sector and Gaming industries have sound legal and regulatory framework including Policies, as well as implementable Strategies.
- To provide effective leadership for tourism development, its transformation, sectoral planning, stakeholder engagement and advisory services to all stakeholders.
- The publication and distribution of reliable annual tourism statistics and relevant information.
- To facilitate community-based and trans frontier tourism development and create public awareness to support tourism growth
- The collection of revenue generated from gambling and lotteries and the promotion of responsible gambling.

NOTABLE ACHIEVEMENTS

- Timeously and successfully completed the development of the 6th Edition of Namibia's Tourism Satellite Account Report 2022.
- Spearheaded the establishment of the National Convention Bureau as supported by NIPDB and obtained a Cabinet approval for it.
- Spearheading the development of a National Framework for Registration and Accreditation of Tourist Guides in Namibia and its Code of Conduct.
- Spearheading the establishment of Africa Tourism Innovation Hub/Programme to initiate Tourism Digital Innovation and Entrepreneurship in collaboration with NUST, DUT, MTC, HTTPS, ATP, etc.
- Spearheaded the development and launched Namibia's Tourism Recovery Plan 2022 - 2024, after a country-wide and stakeholders' engagement, September 2021 to July 2022.
- Successfully organized and hosted the 3rd and 4th edition of the Pan African Youth in Tourism and Innovation Summit and Challenge in 2022 and 2023 in collaboration with other Partners from 26 to 29 July 2022 and May/June 2023.
- Fast-tracked the production of Tourist Arrival Statistics (Quarterly, Annually)
- Spearheaded the drafting of the Covid-19 Tourism Regulations in 2021 in collaboration with other stakeholders.
- Established Six (6) Regional Tourism Forums to promote Sustainable Tourism Development at community level.
- Fast-tracked the operationalization of the new Gaming and Entertainment Control Act, 2018 (Act No. 13 of 2018), Gaming and Entertainment Amendment Control Act, 2020 (Act No. 5 of 2020); and the regulations promulgated thereunder in 2021.
- Fast-tracked the operationalization of the new Lotteries Act, 2017 (Act. No. 13 of 2017); and the regulations promulgated thereunder in 2021.
- Spearheaded and developed two cross country tourism products / packages to promote sustainable heritage / community tourism for Kavango Zambezi Transfrontier Conservation Area (Angola, Botswana, Namibia, Zambia and Zimbabwe) approved by the KAZA Secretariat in 2022.

- Successfully presented my Namibia and the Ministry of Environment, Forestry and Tourism as an international speaker and presenter at various global platforms; UNWTO General Assembly – Spain (2021 & 2023), UNWTO CAF in Tanzania (2022), Tourism Leadership Forum in Botswana (2022 & 2023), Investment Conference in Davos, Switzerland (2022), Dubai World Expo (2022), Meetings Africa in RSA (2021).

CHIEF OPERATIONS OFFICER; NAMIBIA WILDLIFE RESORTS LTD; 2005 TO 30 JUNE 2021

MAIN RESPONSIBILITIES:

- To provide strategic and operational planning for the travel, tourism, hospitality business and operational management of 18 Resorts across the spectrum of Namibia.
- To provide tactical staff planning and resourcing, develop organizational structures, procurement, fleet management, retail management, restaurant services.
- To provide Policy development, staff development, processes and systems
- Budget responsibility N\$370 million.

NOTABLE ACHIEVEMENTS

- Established a new maintenance division to perform preventative maintenance function.
- Awarded a Certificate in Product Development and Leadership for developing a model design Campsite most revered by Visitors (Mile 108 Campsite).
- Co-developed company international-winning tour packages for Kavango Zambezi Tourism Transfrontier Park (Angola, Botswana, Namibia, Zambia, and Zimbabwe).
- Saved N\$10 million in project procurement processes in 12 months.
- Saved N\$1 million in six months in fuel consumption.
- Secured N\$13 million funding from NTA for 80 TVET apprentices for three (3) years.
- Secured Workplace integrated Learning approvals from NTA for Gross Barmen and Khorixas and spearheaded the recruitment of qualified Hospitality Trainers.
- Contributed to developing and enforcing cost savings measures and revenue generation that led to achieving profitability of N\$22 million in FY2019.
- Initiated and spearheaded the setting up of NWR's New Khorixas Hospitality Institute (NWR Hi) and Gross Barmen. Developed all founding documents, Business Plan, Organizational Structure, Admission Procedures & Academic Policies, registration with NTA and approval of Work Integrated Learning Program for Gross Barmen and Khorixas Resorts.

CHIEF HUMAN CAPITAL OFFICER; NWR, JULY 2012 TILL 2017 (5 YEARS)

MAIN RESPONSIBILITIES:

- Responsible for managing strategic Human Resource Management, championing HR Strategy & Policies formulation; HR Administration; Training and Organizational Development; harmonization of Labour Relations; Employee Performance Management; Employee Engagement and Employee Wellness.

NOTABLE ACHIEVEMENTS

- Initiated, developed and produced a greenfield Work Productivity Study and developed a comprehensive Master Organogram for NWR and secured approval in 2017.
- Spearheaded the review and update of all HR Company Policies: Performance Management, Remuneration Policy, Condition of Service, Industrial Relations, Health & Safety and Wellness (2016/2017).
- Successfully implemented a Job Evaluation and Grading Project, new salary structures, new job grading and new job titles in 2013 and in 2017.
- Initiated, developed and co-produced a Business Optimal Operating Manual for the company in 2014 to provide for comprehensive Service Standards.
- Initiated and spearheaded the approval of a new business concept converting Khorixas Rest camp into a Hospitality Institute for a sustainable training of employees and service standards.
- Reduced total wage bill by 5% through streamlining of the Business Unit Structures, lateral transfers and developing multiskilling to staff appointments (2014 – 2017).
- Launched the Recognition of Prior Learning program in conjunction with the National Training Authority and had over 40 employees certified/recognized.

SENIOR MANAGER OF OPERATIONS, NWR, MARCH 2009 TILL 2014 (5 YEARS)

MAIN RESPONSIBILITIES:

- Tasked with the Operations Management of NWR's 25 resorts across Namibia including but not limited to the challenging responsibility of Policy and People management, processes and procedures management, capacity building, inventory management, infrastructure maintenance, workforce management and exercise oversight of the NWR portfolio Camps.

NOTABLE ACHIEVEMENTS

- Successfully project managed identified capital projects namely Dolomite, Gross Barmen, Popa Falls, Hardap and Naukluft.
- Successfully re-launched into the market the renovated products i.e. the newly built Dolomite Camp – a resounding success story.
- Successfully eliminated organizational and departmental bureaucracies in decision-making and improved operational process efficiencies.
- Achieved inventory management efficiency of 80% for 2010.
- Successfully negotiated, obtained approval of budget to manage Khorixas Rest Camp renovation (N\$3 million) project resultant in a revived and potential camp.
- Successfully mentored procurement staff. Achieved process efficiency of 80%.
- Budget responsibility: N\$ 300 million.
- Achieved camps' work process efficiency of 83% for 2009 (guest feedback)
- Achieved Gross revenue growth of 10% every year for FIVE YEARS.
- Remodeled the Operational/Camps structure to a more efficient and introduced multi-skilling to increase synergy between divisions and sections.

**SENIOR MANAGER: STRATEGIC MARKETING, SALES
& COMMUNICATION, NWR, 2006 - 2009;**

MAIN RESPONSIBILITIES:

- Tasked with the main responsibility of designing and developing Winning Marketing Strategies and Plans, effective Communication Plans and Strategies. Ensure operative stakeholder, media communication and engagement diplomacies.

NOTABLE ACHIEVEMENTS

- Successfully initiated, implemented and achieved the set one million Namibian dollar booking sales target per day for the Windhoek, Swakopmund and Cape Town Sales Offices with resultant increased sales of 400 percent.
- Successfully launched an international marketing strategy in Europe in 2007 resulting in the company securing major contracts with wholesale tour operators.
- Successfully designed, developed and launched a public relations strategy that resulted in an increased positive image of the company from 2007 to 2010.
- Successfully launched a unique train-based Desert Express Tourism product in Etosha National Park in collaboration with Transnamib.
- Improved process efficiency from 37 to 91 percent for sales in Reservations Office.
- Mentored and coached the new sales team into matured young professionals that resulted in increased sales from two hundred Namibian Dollars to one million Namibian dollars per day.
- Established and implemented mandatory product education tours.
- Successfully re-launched into the market the renovated products i.e. Waterberg, Etosha Camps and the newly built Sossus Dune Lodge.

**EXECUTIVE BOARD MEMBER, NAMIBIA WILDLIFE
RESORTS LTD, 2002 - 2007**

MAIN RESPONSIBILITIES:

- Oversight responsibility of the company's strategic business and change management intervention implementation and assurance process.

NOTABLE ACHIEVEMENTS

- Spearheaded the design of the Rescue Strategy by finding an immediate solution to improve the management of the company which was approved by the Minister of Environment & Tourism and The NWR Board (2006).
- Spearheaded the appointment of interim management of NWR in 2005.
- Played a leading role in the appointment of a MD of NWR 2006-2010.
- Transformed NWR's operations standards to an acceptable level.

**BOARD MEMBER /TRUSTEE OF PROSPERITY
HEALTH/RENAISSANCE MEDICAL AID, 2012 – 2019**

MAIN RESPONSIBILITIES:

- Oversight responsibility of the Medical Aid Fund's strategic business and change management intervention and assurance process.

NOTABLE ACHIEVEMENTS

- Strengthen the Medical Aid Fund portfolio by achieving the highest revenues, the largest membership expansion and increased its financial reserves.

REFERENCE _____

1. Prof. Najeen Khan, Group Advisor to MD, NWR (2006 to 2010). +1(587)8978141
2. Mrs. Seimy Shidute, Deputy Executive Director, MEFT
3. Mr. Teofilus Nghitila, Executive Director, MEFT
4. Dr. M. Ngwangwama, Managing Director, NWR

**PERSONAL REGARDS
SEBULON C. CHICALU**