



**HOPKINS CALVERT**

GENOTE ASSOCIATES  
MANAGEMENT CONSULTANTS • BESTUURSKONSULTANTE

## GENERAL MANAGER

Our client, **Citrogold**, is a commercialisation agent of owners of horticultural Intellectual Property (IP) more especially unique cultivars of citrus, sub-tropical, and exotic crops. The company contracts with all players in the fruit value chain from growers, nurseries, marketers and exporters to enhance the reputation of the South Africa fruit industry through provision of quality horticultural IP. Citrogold, based in Stellenbosch, is looking for an experienced **General Manager**. The incumbent will report directly to the Board of Directors and will take overall responsibility for the day-to-day management and driving the strategic objectives of Citrogold.

### Key Performance Area's:

- Responsible for implementing and achieving Citrogold's Strategic Objectives as set by the Board of Directors
- Marketing and Sales of horticultural IP
- Financial budgeting, reporting and control
- Customer and Public Relations (lead roadshows, grower days, information sessions)
- Management of a team (technical product managers, finance, legal and administration)
- Responsible for legal agreements, IP registrations and licence agreements

### Requirements:

- Relevant formal Qualification in agriculture or marketing
- Fully Bilingual in English and Afrikaans
- Minimum of 5 years experience in Senior Business Management within the Export Fruit Industry in South Africa
- Technical and functional competencies in the areas of General Management, Marketing / Sales and Finance
- Demonstrated leadership and experience working in teams
- Strategic as well as operational orientation
- Staff Management and staff development skills
- Commercial & international orientation
- Interpersonal Skills / Relationship Building / Customer Focus
- Excellent Communication Skills
- Business processes and project management skills

- Ability to focus on detail

If you qualify, and would like to establish SA as a hub of horticultural innovation and expertise, you are welcome to forward your comprehensive CV, a letter motivating your application and expected remuneration to [admin@hopcal.co.za](mailto:admin@hopcal.co.za) on or before 18 December 2009.

**\*\*Please note that only shortlisted candidates will be contacted.**