

# Dheren Singh

NON-EXECUTIVE  
DIRECTOR

CA (SA) with nine years board experience across finance, human resources, digital transformation, and governance. Currently serve on the SAICA Board where I chair the Digital Transformation Committee and sit on the Human Resources and Remuneration Committees. Guided a digital transformation that improved operational efficiency and positioned SAICA as insights driven. Former CFO and Chief of Staff at Tritech who helped triple revenue. Hold equity in two businesses and apply founder skill to drive growth. Recognised in the Top 35 under 35 Chartered Accountants list in 2015. Harvard Business School alumnus committed to lifelong learning and ethical leadership.

## WORK HISTORY- DIRECTOR

Non-Executive Director June 2022 – Currently  
**South African Institute of Chartered Accountants** Professional Organisation

- Serves on the Main Board, as well as Digital Transformation and HR Committees for an organization with over 54,000 members globally.
- Directed a group wide strategy renewal for SAICA. Analysed more than a thousand inputs from members, staff, regulators, and industry partners into actionable themes. Facilitated joint board and executive workshops that rigorously tested alternative strategic pathways and secured consensus on the chosen direction.
- Designed and drove an organisational restructuring plan that realigned functions, leadership roles, and processes toward an insights-driven organisation (IDO).
- Oversaw the 'Ushintsho' digital transformation project, resulting in significant operational improvements and cost savings of around R30 million, showcasing expertise in guiding major strategic shifts and digital transformation initiatives.
- Played a key role in a collaborative, open strategy formulation process with team members, leading to the development of a renewed organisational strategy. This process highlights skills in teamwork, strategic planning, and fostering a collaborative work environment.

Chairman and Non-Executive Director February 2016 – Currently  
**Attacq Group; Enterprise and Supplier Development Committee** Finance

- Empowered over 40 beneficiary companies and facilitated economic growth of over R300 million via various supplier development initiatives.
- Executed the strategy in line with the CSI initiatives of JSE listed Attacq Properties over 12+ reporting periods.

Non-Executive Director November 2014 – Currently  
**Colony Campaigns, Stellr** (meetings twice a year) Digital Marketing & Fintech

- Strategic input to securing over a 90% market share in managing campaigns data for radio stations in South Africa.
- Played a key role in USA expansion and unbundling of Colony Live which included splitting the company into two, allocating staff resources across both companies, advising on market opportunity in the USA, and engaging the CEO on relocation.
- Provided operational guidance for management of campaigns with blue chip brands such as Coca Cola, Toyota and Nestle: sales pipeline assessment, competitive discussions, facilitating BEE etc.

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## WORK HISTORY (continued)

Non-Executive Director November 2019 – September 2024  
**EduLife** Education

- Founding director by facilitating private equity deal and advising on school operator, leasing agreements, corporate structure and M&A.
- Derived key compensation agreement plan for executives with deferred bonus structure.

Non-Executive Director April 2019 – Jan 2021  
**South African State Theatre** Arts and Culture

- Appointed as a key member of the Finance Committee, providing critical advice on financial reporting, internal controls, risk management, and budgeting processes, complementing the functions of the Audit Committee.
- Instrumental in refining financial reporting frameworks, incorporating comprehensive variance analysis, year-on-year comparisons, and improved presentation formats. My contributions led to deeper analytical discussions on significant variances, granting board members greater insight into financial matters and facilitating more informed decision-making.
- Played a strategic advisory role in the transition of the artistic program to digital platforms during the Covid-19 pandemic, achieving over 30,000 views for top-performing shows. This initiative not only sustained but also expanded audience engagement during challenging times.
- Provided strategic counsel on various human resources challenges, directly influencing improvements in staff morale and assisting in the strategic acquisition of key personnel. These efforts contributed to a more robust and effective organizational structure.

Director and Board Observer August 2014 – December 2017  
**Wow Marketing, Mygeni, The Loyalty Box, Colony, Kaching Parking and numerous others as part of the Tritech group**

- Provided strategic and entrepreneurial leadership.
- Set strategy, company values and standards.
- Ensured human and financial resources available to achieve objectives.
- Reviewed management performance.
- Ensured obligations to shareholders and other stakeholders are understood and met.
- Oversaw BEE transactions, advised on contracts, explored new business models.

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## WORK HISTORY- EXECUTIVE

CEO August 2020 – date  
**Supafin, Amsterdam and New York**

- Business development with the SME and marketplace ecosystems in USA and Europe getting 5 clients and expressions of interests from 9 marketplaces giving Supafin access to 9000+ SME's.

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## WORK HISTORY (continued)

CEO  
**Propergy** January 2019 – December 2019

- Tested business models and tailored these for the local market worth R5 Trillion.

Chief Financial Officer/Chief of Staff  
**Tritech Media** July 2014 – December 2017

- Managed staff in a 400+ people group with +/- 25 direct reports in South Africa, India, and the USA.
- Invested over R250 million in in SME's and startups growing the group from 4 companies to over 20 companies and increasing revenue by greater than 300%.
- Coordinated and attended all quarterly board meetings in the group consisting of over 20 companies.

Management Consultant  
**Colab Capital, Consulting venture: Attacq Limited and Atterbury Properties** 2018 and July 2013 – April 2014

- Prepared recommendations for international/African Investment strategy which lead to over R1 Billion investment.
- Reviewed and contributed to Attacq Limited listing prospectus including confirmation of details in prospectus, review of financial information and forecasts and suggestions on improvements and refinement.

Transactor/ Associate Deal Maker  
**Standard Chartered Bank** September 2011 – June 2013

Acquisition and Leveraged Finance/Credit Analyst  
**Rand Merchant Bank** January 2008 – September 2011

Equity Analyst  
**RMB Morgan Stanley** September 2006- January 2008

Audit Manager/ Professional  
**PricewaterhouseCoopers** January 2003- September 2006

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## QUALIFICATIONS

- Harvard Business School: PLD Harvard's Alternate EMBA (Part-time) 2023
- Antler Entrepreneur Program, Amsterdam and New York 2020
- IDEO Design Thinking 2018
- Wharton University: Operations Management Certificate 2015
- Various management and finance related courses 2008 - Present
- CFA Institute: CFA Level 2 2008
- South African Institute of Chartered Accountants: CA(SA) – First attempt passes 2005
- University of Johannesburg: B.Com Honours (Accounting – CTA) 2002