

Robert Keevers

Business Partner - driving improvements to business processes and the quality of master data

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PROFILE

Expert in Master Data and process re-engineering with solid understanding of retail technology and processes from manufacturer to consumer. Proven track record in using information technology to enable the implementation of change across retail business processes and systems and drive improvements to add efficiency, profitability, and quality. A people-oriented leader, conscientious, energetic, determined, and deadline-driven who consistently makes a difference and adds value; achieving positive results by managing the change process and enabling people to grow and excel through guidance and coaching.

Signature Skills		
Business Transformation	Project Management & Leadership	Excellent communication skills
Change Management	Process Innovation & Automation	Stakeholder management
Retail / Wholesale Processes	Supply Chain Distribution & Replenishment	Flexible & adaptable
Business Application Design	GS1 Global Standards	Confident & hard-working

PROFESSIONAL EXPERIENCE

Makro Netherlands – Amsterdam, The Netherlands

Jun 2018 – Dec 2022

MANAGER MASTER DATA, GOVERNANCE, SUPPLIER PORTAL, AND SERVICE DESK

Hired to support rebuilding of company, reduce operating costs, and improve and align processes to improve efficiency and data quality. Team of 30 internal FTEs and 2 outsourced partners. Managed customer requirements, corporate scorecards to improve data quality, PLC process, and Master Data projects. Supported key business projects.

Created strategy to transform business, presented it to senior management, and executed it on approval

- Improved the quality of Master Data to such an extent that the Master Data team was reduced from 22 to 4 FTEs
- Transformed the Build Workflow Management Portal reducing paper-based processes by 75%
- Launched the Workflow Management Portal Supplier / Category Manager onboarding and linked the portal to the GS1 Global Data source enabling seamless data integration
- Initiated launch of Workflow Management Portal in Czech Republic
- Reduced Price Claims from 3500 per month to approx. 500 per month and ensured suppliers were paid on time
- Created strategy to combine 3 helpdesks into one, reducing costs by €850,000 per year, then moved the helpdesk offshore to reduce costs by a further €500,000
- Increased the speed of the Electronic Data Interchange (EDI) rollout
- Improved the collaboration between the corporate data and process teams and the country master teams

Pick n Pay Retailers South Africa – Cape Town, South Africa Nov 1996 – Dec 2017

HEAD OF DEPARTMENT MASTER DATA (May 2013 – Dec 2017)

Managed all administration for commercial division with remit to drive strategic initiatives into lowest level of merchandise, improve quality of processes and data, and reduce costs. Prioritised and led numerous projects and programs. Advised Board on strategic initiatives and inputs.

Led business turnaround that significantly improved data quality and slashed costs

- Consolidated 5 regional office master data teams into one and merged 5 different regional master data processes into one efficient working team of circa 80 FTEs (reduced from 165) with a standardised paperless way of working
- Developed and launched Workflow Management Portal that reduced paper-based processes by 90%
- Improved quality of master data to 95% and pricing accuracy to 96%
- Implemented EDI for 99% of (2500) suppliers
- Drove merchandise efficiency through innovation and automation in areas of:
 - Vendor and Article Master Data
 - Range Assortment Management
 - Product Life Cycle (PLC)
 - Shelf planning & Optimisation

- Price Management
- Promotions Management
- Relationship management

DIRECTOR BUSINESS PROCESS AND INNOVATION (Jan 2009 – Dec 2017)

Managed Business Process Partners assigned to Business Unit, Problem Resolution, Enterprise Need Analysis, Planning and Budgeting, and Process Requirements Management.

Awarded Executive of the year for the Corporate Office Park

Built a new IT team and transformed way of working

- Collaborated with IT team to determine innovative ways to create an efficient and well-coordinated team that was respected within the business resulting in building a team of IT Business Partners that enabled effective business and IT collaborations

BUSINESS LEAD RETAIL SAP IMPLEMENTATION (Jan 2004 – Dec 2008)

Tasked with implementing all Commercial and Merchandise functions as part of the SAP ERP implementation. Combined Budget R500Mn. Member of team to merge regional buying and merchandise administration functions into a single corporate function.

SAP implementation project received “best project award” from SAP

- Oversaw removal of old systems and implementation of an integrated SAP platform and new way of working across all users and countries (1 national office, 5 regional offices, 4 different countries and approx. 900 stores) – created key user groups, managed SAP configuration process, change management, regular Project Board updates, testing and piloting across 5 countries.

PREVIOUS EXPERIENCE

- **Business Systems Manager** – Pick n Pay South Africa
 - Commenced a backdoor scanning project enabling scanning boxes into stores to improve customer availability and inventory accuracy – technical setup, application build, and testing & implementation across +300 stores
 - Member of strategic team to review need to implement a new ERP technology platform including the RFI, prior to presenting findings and RFP to Group board of directors
- **IT Manager** – Pick n Pay Hypermarket Australia
 - Seconded to America to configure and build a Point-of-Sale application in 2 weeks. Awarded executive of year
 - Set up IT department and implemented new retail ERP system
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- **Office Manager** – Pick n Pay Hypermarket Australia
 - Member of opening team for the largest scanning store in the Southern Hemisphere
- **Head of Merchandise Admin & Payroll** – Pick n Pay Hypermarket Australia
- **NCO** – Australian Army

EDUCATION & PROFESSIONAL DEVELOPMENT

Business Management – North Brisbane College for Further Education, Brisbane, Australia

Certification & Training:

- SAP Implementation and Leadership – SAP, also attended international SAP conferences (2004 to 2008)
- Finance Management Training – Pick n Pay South Africa (1998)
- GS1 Global Forum & Local GS1 Indaba's (2008 to 2017)
- Leadership and Management – Coles Myer Group, Australia (1995)
- Business Study Trips: Tesco (London), Woolworths (Australia), Coles Myer (Australia), Franklins (Australia) (2003)
- POS Testing (USA) (1992)
- Project management – Project Management Institute (1998)

ADDITIONAL INFORMATION

Memberships: GS1 Business Council South Africa (2007 – 2017)
SAP User Group South Africa – Chairman

Languages: **English** – native speaker **Dutch** – basic

Software Skills: SAP including SAP Merchandise Management Systems

EDI (Electronic Data Interchange)
POS (Point of Sales Systems)
Payment Systems Processes
Workflow Management Tooling
Microsoft Office Suite

Interests: Passionate about sports (particularly rugby) and retail, wanting to know more about the customer
Traveling
Spending time with family
Braaiing with friends