



Abrie de Swardt & Associates

Personal Profile

Abrie de Swardt is a well respected logistics and supply chain management thought leader in southern Africa and has more than 23 years of experience gained from his employ with Sasol, ABB, Simba, Kraft Foods SA, IMPERIAL Logistics and Capespan. He has extensive general management experience and his functional experience encompasses the entire supply chain discipline from the buy to the sell side. He holds various management qualifications, including an MComm from University of Stellenbosch and won numerous awards and received recognition for achievements attained during his career.

Abrie believes that the country needs more entrepreneurs and therefore collaborate with like-minded and longstanding associates in the area of talent supply management, business improvement and brand differentiation with the objective of building organizational capacity and success.

Talent has become a key strategic agenda item in many boardrooms, and CEOs in several industry surveys rank talent as the most important challenge behind business growth. Among the many reasons are the increasing attention on driving innovation and managing potential supply chain disruptors. The right talent is essential to both. Abrie therefore supports companies in attaining balance in the equal and satisfactory distribution of resources, which is an ongoing challenge.

Abrie is also a part-time Lecturer at University of Stellenbosch (Honours Logistics) as well as Optimum Learning, a leading training and education provider in southern Africa. He is involved in their Supply Chain module (NQF6) and customers include Tiger Brands, Pioneer Foods, Libstar and Rhodes Foods.

His last role was MD for Capespan South Africa. Prior to that he was Marketing Director for IMPERIAL Logistics and played a leading role during this time driving classic marketing and brand management activities to ensure top of mind awareness and to reposition the IMPERIAL Logistics brand and won several awards and accolades, including the Best Managed Company in South Africa award. Abrie was the winner of the Industry Leader Award at the 3rd Annual Green Supply Chain Awards in 2011 for “far-reaching work on bringing green to the supply chain both within IMPERIAL Logistics and by spreading the message broadly throughout the supply chain and business communities.”

Abrie spent more than ten years with Simba (a division of Frito-Lay Int.) and Kraft Foods SA as Director Customer Service & Logistics. Abrie and his team were awarded the “Most Outstanding Supply Chain Achievement in PepsiCo International Europe, Middle East and Africa for 2003” at the Operations Conference held in Paris in February 2003. He also won the “PepsiCo Chairman’s Award for the launch of Doritos, the Regional “Passion for Performance” award and was awarded the most improved quality performance during 1999 at the Quality Academy for Frito-Lay Europe, Middle East and Africa Region. He and his team also won the 2005 national Spar retailer Delivery on Time (DOT) competition at Kraft Foods SA with an average compliance of more than 97%.

He is currently a board member of the Council for Logistics & Transport South Africa (CILTSA) and a retired member of South African Supply Chain Council (SCC / SCOR) Leadership Team and served on the board of the Federation of Supply Chain Management Associations (FSCMA). Furthermore, Abrie was selected in 2011 to join the Board of the Institute of Transport and Logistics Studies (ITLS) – Africa, a University of Johannesburg initiative. Abrie has presented articles and papers in various publications, incl. "Logistics Cost Drivers" in the 5th Annual State of Logistics™ survey, “Converting Logistics Value into a Competitive Advantage” in the 6th Annual State of Logistics™ survey, a leading and authoritative research project in southern Africa and an “Extra Distance Case Study” article in conjunction with Cardiff University in the 7th Annual State of Logistics™ survey.