



Ockie Fourie

Dealer Principal

CONTACT ME

☎ +27-82-458 8823

✉ ockiefourie1@icloud.com

📄 [Linkedin Profile](#)

📍 Roodepoort

EDUCATION

Hoërskool Randburg
Matriculated 1993

Damelin

Higher Dipoma in Business Management (H.Dip BM) 2003
(Marketing, Financial Management, Human Resource Management, Accounting, Business Management and Economics)

Other

Career Development:
Various management development and industry-related courses completed through multiple OEMs and the CMH Group.

PROFILE SUMMARY

Highly motivated business professional with 31+ years of experience across the automotive, retail, motorsport, motorcycle, restaurant, and event industries. Proven expertise in dealer operations, after-sales management, and strategic partnerships, consistently driving business growth and improving profitability. Recognised for exceptional leadership, operational excellence, and a customer-centric approach, with a track record of improving performance in diverse environments. Adept at fostering strong relationships and leading cross-functional teams to exceed business objectives and industry standards.

WORK EXPERIENCE

Self-Employed

September 2019 - Current

Raceworx (Pty) Ltd / Beats Per Minute Events Company (Pty) Ltd / The Rooftop Grill and Bar (Pty) Ltd

As Managing Partner at Raceworx (Pty) Ltd, Beats Per Minute Events Company, and The Rooftop Grill and Bar, I was responsible for overseeing all aspects of business operations, including budgeting, cash flow management, and human resources. At Raceworx, I managed the total business, including dealership operations, sales, aftersales services, and strategic partnerships, driving overall business growth. At Beats Per Minute, I led the planning and execution of live events, sports marketing campaigns, and managed key partnerships. At The Rooftop Grill and Bar, I oversaw restaurant marketing, event coordination, and financial performance, ensuring operational efficiency and compliance. Across all three businesses, I focused on driving profitability, developing teams, and ensuring smooth day-to-day operations, showcasing my ability to manage diverse, multi-faceted business functions.

Dealer Principal

2008-2019 (12 Years)

CMH Volvo Cars Bryanston (Combined Motor Holdings Limited)

As Dealer Principal at Volvo Cars Bryanston (Combined Motor Holdings Limited), I was responsible for overseeing all aspects of dealership operations to ensure the success of a premium brand dealership. This included driving performance across sales, marketing, customer service, financial management, and team leadership. I focused on enhancing the customer experience, managing the automotive aftermarket, and ensuring the dealership met its financial targets. My role also involved strategic planning and the development of high-performing teams to deliver operational excellence and achieve business objectives.

SKILLS

- Leadership & Team Management
- Dealer & Operations Management
- Customer Service Excellence
- Strategic Planning & Business Growth
- Aftermarket & Parts Operations
- Event Planning & Management
- Financial Management
- Sales Expertise & Relationship Building
- Marketing Strategy & Execution
- Logistics & Supply Chain Management
- Retail Sales Management

REFERENCE

Steven Atkinson

CMH Group Franchise Director

+27-82-444 6840
steveat@cmh.co.za

Vic Campher

Tom Campher Volvo Cars JHB - Director

+27-82-490 1473
vic@tomcampher.co.za

Roger Margach

CMH Group - Aftersales Manager

+27-83-456 8672
rogerm@cmh.co.za

Pravin Harinarayan

**Volvo Cars South Africa - Financial
& Sales Director**

+27-83-789 5900

Nicky Hofman

CMH Group - IT & Network Manager

+27-83-320 3645
nickyh@cmh.co.za

WORK EXPERIENCE

CONTINUED

Regional Aftersales Manager

1995-2008 (13 Years)

Various Dealers and locations (Combined Motor Holdings Limited)

I began my career at CMH in 1995 within the Auto Nordic Volvo Cars Northcliff parts department and later progressed through the Craighall dealer before becoming part of the opening team at Volvo Cars Bryanston. As Aftersales Manager, I managed the largest portion of Volvo Cars' parts and service business in South Africa, overseeing operations across the Northcliff, Sandton, and Bryanston dealerships. Additionally, I was responsible for aftersales operations at the Sandton Jaguar Cars section, managing both the workshop and parts departments. I also led the Lamborghini after-sales operations at Lamborghini Johannesburg during CMH's tenure as the official importer and distributor. My role focused on optimizing operational performance, team management, customer service excellence, and ensuring the efficiency of logistics and aftermarket services.

Parts Sales Specialist

1992 - Aug 1995 (3 Years 8 Months)

Tom Campher Volvo Cars JHB (Then Tom Campher Motors)

At Tom Campher Motors, I began as a Gas Station Supervisor, managing fuel station forecourt operations, retail sales, stock management, and customer service. I also supported the Automotive Service Centre, assisting with parts sales and operations. After matriculating, I moved into a full-time role as a Parts Sales Specialist, focusing on parts sales and retail while continuing to assist in the service department. I was heavily involved in the Unipart franchised outlet and the non-official Volvo parts importer and reseller operations, specialising in Volvo parts, despite the brand not being officially represented in South Africa at the time due to sanctions. My responsibilities included contributing to inventory management, parts sales, and ensuring exceptional customer service across all areas of the business.

ACHIEVEMENTS AWARDS

- 2018: Volvo Cars South Africa, Most Improved Dealer Award
- 2017-2018: Volvo Cars Dealer Council Chairman
- 2016: People's Wheels Awards, Highly Commended Dealer
- 2014-2016: Volvo Cars South Africa Dealer Council Member
- 2014: Volvo Cars South Africa, After-Sales Dealer of the Year
- 2014: CMH Group, Best Workshop in the Group
- 2013: CMH Dealer of the Year Finalist (Top 10)
- 2013: Volvo Cars South Africa, Most Improved Dealer Award
- 2012: Sewells Businessman of the Year Nomination
- 2010: CMH Dealer of the Year Finalist (Top 10)
- 2009: CMH Dealer of the Year Finalist (Top 10)
- 2008: Volvo Cars International Service Training Awards Winner (Aftersales Manager)
- 2004: Volvo Cars International Service Training Awards Winner (Aftersales Manager)