



Greg Castle

With passion for entrepreneurship, developing leaders whilst creating a strong work-life-balance, Greg is a Globally Certified Business & Executive Coach, Company Director and Entrepreneur with a successful track record of strategic change management, specifically focused on market solutions orientation. He has helped create and grow sustainably differentiated companies and brands, whilst developing people through relationships based on mutual trust and respect.

Professional Business Background

Majority of Greg's 29 year career has been spent at executive director and board levels within large SA and Global corporate companies across numerous industries (incl. *Kimberly-Clark*; *BASF*, *Rainbow Chickens*; and *DGB*). His leadership roles span General Management, Strategic Marketing, Brand Management, Business Development, New Product Development, Logistics and Sales Management, across FMCG (Consumer Goods) and Business-to-business (Industrial Goods) sectors. Throughout his career, Greg has managed to successfully combine his strategic approach and entrepreneurial nature.

Entrepreneur & Business Owner

After selling his share in Rainbow Foods in 2007, Greg went on to start his own, independent strategic change management consultancy, *Torquil*, as well as boutique winery, *Brothers Wines*. Since then he has consulted to and coached an even wider range of clients and industries. In 2018, Greg obtained Global Business Coaching Accreditation in the USA and now dedicates most of his time coaching medium to large sized, owner-run businesses, and mentoring executives of large corporates to grow and prosper, assisting business owners and executives to spend more time working ON as opposed to IN their businesses.

Student Mentorship & Guest Lecturer

Shortly after its establishment, Greg was invited to join the Allan Gray-Orbis Foundation Mentorship Programme as an external mentor to their hand-picked undergraduate and post graduate students. For 13 years now, he has been driven to provide pro-bono support to eager, self-motivated, inspired young future global leaders in their own career choices as well as ongoing personal and business development, with particular emphasis on entrepreneurship. Greg is also guest lecturer on Strategic Management and Marketing at UCT's (GSB) and Henley Business School.

Life Balance

Greg has been married to Australian born, Christina, for 24 years, and is a very committed and involved dad with their two sons, Dylan, currently studying BCom (Marketing & Entrepreneurship), and Alex, BSocSci (Psychology), both at UCT (University of Cape Town). He is also a passionate wine lover, winemaker, enjoys good food shared with interesting people, and getting into the African bush as often as he can.

Greg holds an *MBA* (Henley Business School, Reading University – UK), with a *B Comm* (majors in *Marketing Management and Business Administration*) – University of Natal.