

Kim Pople



Nationality: South African
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**"I have built my career on the foundation of helping others." -
Kim Pople - SA Sports Awards Volunteer of the Year 2016**

AREAS OF EXPERTISE

Sports administration, management and organisation

- President of Canoeing South Africa 2017 - present
- Team manager of the 2019 Canoe Sprint World Championship and Olympic Qualifier.
- Team manager of the 2019 Junior and U23 Canoe Sprint World Championship.
- Team Manager of the 2018 Youth Olympic Games Qualifying event.
- Assistant Team Manger of the 2017 Canoe Marathon World Championship.
- Accredited International Canoe Federation Level 1 Coach.
- Registered South African Canoeing Official - 2014 to Present.
- Vice-Chairperson: Kwa-Zulu Natal Canoe Union (2000 members).
- Chairperson: Umzinyathi Canoe Club (330 members). 2015 - 2017
- Registered SA Rugby Union Agent. (resigned 2017)
- High Performance Manager KNCU Academy.
- Passionately mentoring development athletes in the sport of canoeing.
- Adjudicator on the KZN Sports Awards Adjudication Panel - 2017, 2018 and 2019.
- With SchoolGirlSport, organising hockey and Netball tournaments countrywide.
- Organiser of the 2016 African Canoe Sprint Olympic Qualifier and the Confederation of African Canoeing Quadrennial Conference.
- Organiser of multiple events in national canoeing.

Sales and Marketing

- Develop innovative sales, marketing and brand building strategies.
- Manage large-scale projects from conception through to delivery.
- Optimise creative and technical processes to produce media communications, business documents and advertising material.
- Leverage internet technologies to maximise return on investment.
- Conduct research, develop value propositions and present winning proposals.

- Business management**
 - Manage revenue streams and profitability.
 - Control expenditure and manage budgets.
 - Source suppliers and contractors; check costing and negotiate terms.

- People management**
 - Manage cross-functional staff to build cohesive teams.
 - Recruit and develop multi-ethnic athletes to compete internationally.
 - Develop strategic relationships in media, government, sporting bodies and business sector.

- Athletic achievement**
 - Represented South Africa at age group Hockey. Competed Provincially in Hockey and Softball for Kwa-Zulu Natal.

CAREER SUMMARY

Dates	Positions	Companies
2018 - Present	Director	SchoolGirlSport
2018 - Present	Director	Secure Sporting Solutions
2008 - Present	Product Development and Licensing Partner (Co-owner)	BIG-BALL Promotions
2013 -2017	Sports Agent (Co-owner)	BIG-BALL Player Management

EDUCATION and QUALIFICATIONS (all in South Africa)

2013	Registered SA Rugby Union Agent (no. 0153) <i>Second female to qualify in South Africa</i>	South African Rugby Union (SARU)
1992	Degree: B.A. (Human Movement Studies) Majors: Human Movement and Geography	University of Durban-Westville
1989	Matric: Senior Certificate (equivalent to AS levels)	Mitchell High School, Durban

HIGHLIGHTS OF PROFESSIONAL EXPERIENCE

2008 – Present	Product Development and Licensing (Co-owner) BIG-BALL Promotions	Durban, South Africa
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Big-Ball strives to build heroes and make SA sport a part of everyday life. www.bigball.co.za

- ▶ Manage two portfolios: Exclusive Product Development and Licensing for MyPlayers Rugby Players Organisation. Functions include:
 - ✓ Budgeting and planning all projects.
 - ✓ Managing customer service, via telephone, website and social media.
 - ✓ Coordinating all events and promotions, including signings by players in stores.
- ▶ Create new ranges and negotiate with companies or brands to license new products.
- ▶ Coordinate production and promotion of Player Based Merchandise such as:



- Trading Card Collections**
- ✓ Only company worldwide to successfully negotiate licence for the 2011 Rugby World Cup to produce Trading Card Collection.
 - ✓ Revolutionised trading card industry in South Africa, being the first to retail in all major chain stores – **sold in over 2000 stores.**
 - ✓ Became leading brand in South Africa, outselling top international companies.
 - ✓ Selected as Brand of the Year Finalist (other finalists being Nike and The Sharks) by the Virgin Sports Industry Awards (2010).
 - ✓ Actively involved in design, overall make up of cards including data and photographs, production and distribution.
- Future Star T-Shirts**
- ✓ First company to produce t-shirts featuring Springbok rugby players.
 - ✓ Negotiated distribution rights through major retailers.
- Back to School Range**
- ✓ Launched Back to School Range in 2015, with in-store signings.
 - ✓ First product range to feature top South African rugby players.

2010 Finalist 'Brand of the Year' - Virgin Sports Industry Awards
2011 Gold Medal - IPSA Gold Pack Awards

2018 – Present	Director SchoolGirlSport	Durban, South Africa
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NPC promoting the participation of schoolgirls throughout South Africa in sport.

Requirements

- ▶ Sourcing and managing sponsorship for the events.
- ▶ Overseeing sponsorship activations.
- ▶ Sourcing venues.
- ▶ Appointing tournament directors.
- ▶ Rights management.



Event management

- ▶ Organise and run 8 – 10 events annually within Kwa-Zulu Natal, oversee National tournaments
- ▶ Liaise with all stakeholders including government, schools, sports clubs, athletes and communities.
- ▶ Ensure compliance with Safety and Security Act, arrange logistics (routes, marshals, volunteers) and promote via online marketing.

2018 - Present	Director Secure Sporting Solutions
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Leading environmental campaign titled **SaveOurRiversZA**

- ▶ Manage the media campaign with partners.
- ▶ Source sponsorships for groups of community members.



2013 – 2015	Sports Agent (Co-owner) BIG-BALL Player Management	Durban, South Africa
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- ▶ Control budgets for operational expenses, salaries and marketing programmes.
- ▶ Recruit and coordinate numerous scouts to attend tournaments and events throughout the country.
- ▶ Identify potential clients, sign them up to the agency and provide mentorship.

- ▶ Negotiate contracts with clubs, unions and federations.
- ▶ Actively seek sponsors and secure endorsements for the athletes.
- ▶ Promote athletes and strengthen their personal brand via traditional and social media.
- ▶ Arrange engagements, signings and commercial activities.

ACHIEVEMENTS

- ☑ Signed up numerous rugby players with the top 5 unions in South Africa.
- ☑ Negotiated several overseas contracts for rugby players to play abroad.
- ☑ Placed 2 representatives in the 2014 Junior Rugby World Cup (SA U20 rugby side).
- ☑ Mentored a junior canoeist, who within two years achieved Gold and Silver Medals at the African Canoe Sprint Champs, was selected to represent South Africa at the Africa Youth Games in Botswana and became the youngest black female in history to complete the gruelling Dusi Canoe Marathon in a K1.
- ☑ Development paddlers achieved 21 medals at Provincial Canoe Sprint Champs and 4 Medals at South African Canoe Marathon Champs.

SA Sports Awards Volunteer of the Year 2016

Master of Ceremonies and Speaker at various events

Currently studying Business Intelligence Analysis

Represented athletes across various sporting codes

***Umzinyathi Canoe Club* was selected as finalist in the Jack Cheetham Award (Development Projects) which is run by the SASCOC and Murray & Roberts . Achieved runner up position in 2015.**