

Changing of the guard as Bell announces new MD for sales operation

Managing Director of Bell Equipment Southern Africa (BESA), Bokkie Coertze retires from the MD position in December 2016 and BESA Financial Director, Menzi Dumisa has been groomed to take over the reins, the local manufacturer has announced.

Menzi joined Bell Equipment in December 2007 as BESA Financial Manager and became Financial Director in May 2011. In March 2015 his responsibilities were extended to include Bell-owned Africa operations as part of a group-wide restructuring process.

Bell Equipment Group Chief Executive, Gary Bell, said: "Menzi's background may be in financial management but during his time with Bell he has worked closely with Bokkie and developed a good understanding of our business and appreciation for our customer-focused approach. We are confident that his appointment will be a natural career progression for Menzi whose personable character and youthful energy, coupled with his strong management and financial skills, are characteristics well suited to his new responsibilities and will enable him to identify with our customer base and their varied needs."

Continues Gary: "Bokkie has been a driving force during his tenure as MD, providing motivation to his team and support to our customers during both the bullish times and the cyclical troughs. We thank him for his loyal service and leadership over the years and believe that Menzi will play a dynamic role in the business going forward to ensure that we are able to keep meeting the service levels that our customers have come to expect from Bell."

The BESA Managing Director is a key position within the Bell Group, responsible for the management of operations at Bell Customer Service Centres throughout South Africa and the company's African subsidiaries, including machines sales, after sales service and parts supply.

Menzi, who is registered as an Associate Chartered Management Accountant (ACMA) and Chartered Global Management Accountant (CGMA) with the Chartered

Institute of Management Accounts (UK), is also currently studying towards an MBA. Commenting on his appointment, he said: "I am humbled and honoured by the trust placed in me by the Bell board and excited by the opportunity to change my career path to work more closely with our customers and stakeholders. I look forward to the challenge and hard work that lies ahead as well as positively contributing to the growth ambitions of this African success story."

Bokkie, who has 30 years of service at Bell, has been Managing Director since 1995 and will continue to mentor Menzi over the next few months to facilitate a smooth transition. Thereafter he will remain involved, in a non-executive chairman role, to continue to impart his industry knowledge and provide guidance to the management team with a strategic focus on customer relations and quality as part of the company's 1-Bell initiative. 1-Bell aims to promote an understanding of customers' businesses and needs, as well as ensuring that they receive a quality service by consistently meeting and exceeding the customer promise.

In conclusion Bokkie said: "I have been blessed with a rewarding career at Bell. It has been a pleasure to work with a dedicated and motivated team and forge lasting relationships with our customers. One of the highlights of my time with Bell has been the opportunity to be part of the exceptional growth of a South African founded family business in the world market. I thank the Bell family and the board of directors for their support and belief in me and look forward to being able to play a valuable role in my new position."

Bokkie joined Bell in September 1986 as the Branch Manager of Bell Pietermaritzburg during which time he was awarded Branch Manager of the Year for two consecutive years. Three years later he was promoted to National Operations Manager based at the Bell Head Office in Richards Bay and was thereafter promoted in 1995 to Managing Director of BESA based in Jet Park, Johannesburg.



Menzi Dumisa



Bokkie Coertze

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