



Rudi Mdimba

Senior Business Development
and Relationship Manager |
Skills Development
Professional

How to reach me:

Mobile:

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Email:

rudolph.mdimba@gmail.com

Hyperlinked Socials:



Home Address:

2 Mushroom Road
Unit 9-4B Indawo Lifestyle Apartments
Waterfall, Midrand
Gauteng, 1686

My Core Values

- Family
- Dependability
- Wealth
- Purpose
- Growth

My Personality Traits

Personality: Assertive Protagonist

My Role: Diplomat

My Strategy: People Mastery

[Click here to view full report.](#)

Top Strenghts

- Strategic
- Activator
- Context
- Self-Assurance
- Relator
- Innovator
- Agile

Personal Profile

I am a results-oriented Business Development and Relationship Manager with nearly a decade of experience driving sales growth, client engagement, and strategic partnerships in the education & training / skills development space.

My (real) passion lies in crafting impactful skills development solutions for corporate clients that align with B-BBEE compliance and youth development initiatives. With a proven ability to implement strategies that leverage tax incentives, improve scorecard points, and maximize ROI for clients, I excel in consultative selling and long-term relationship building.

I am motivated by purpose-driven work and enjoy contributing to projects that create social impact, especially in addressing youth unemployment through innovative skills programmes.

My expertise spans WSP influence and B-BBEE compliance initiatives, and business development, combined with a strategic mindset and strong sales acumen. I enjoy working for purpose-driven companies and partaking in for-profit projects that also impact & improve people's lives in SA and in Africa.

Higher Educational Training

Red & Yellow Creative School of Business (2020)

National Certificate in Strategic Management

- Enrolled via my employer at the time (Red & Yellow) under a learnership programme.
- Specialised in strategic management, learning effective people leadership and management skills.
- Yet to graduate as I moved on from employer. Completed 50%

Boston City Campus (2010)

National Certificate in Business Management

- Passed 1st year. Partial completion due personal finances

Northwood Boys High (2008)

National Senior Certificate (Matric)

- Matriculated in 2008

Short Learning Programmes

Red & Yellow Creative School of Business

- Customer Service (2024)
- AI for Management Insights (2024)
- SAM Fundamentals (2020)
- Social Media Marketing (2019)
- People Management (2018)
- Digital Marketing (2018)

GetSmarter, (2U Inc.)

- UCT Property Development & Investment (2018)
- UCT Start & Manage a Small Business (2017)
- MIT Fintech: Future Commerce (2017)
- UCT Project Management (2016)

Character References

Jaryd Raizon

Africa Director
The Knowledge Trust
Mobile: 072 777 0461

Rachel Cowan

Chief Operating Officer
Ozow
Mobile: 079 464 9693

Nomsa Seisa

Managing Director
Etheral Advisory
Mobile: 082 865 4861

Andrew Allison

Chief Commercial Officer
Red & Yellow
Mobile: 083 463 0315

Career Summary

Business Relationship Manager

Red & Yellow Creative School of Business

2023 - Present

Snr. Business Development Executive

Yenza Career Tech

2022 - 2023

- Led business development, securing high-value B2B clients and strategic partnerships both locally and internationally, driving revenue growth.
- Negotiated contracts, developed proposals, and managed the entire sales cycle, ensuring long-term client retention and success.
- Helped establish a CSI-focused product targeting corporate social investment (CSI) and Foundations, generating significant interest and sales.
- Conducted market research, tracked qualified prospects, and leveraged data to refine business strategies and improve processes.
- Collaborated with internal teams and external partners to deliver presentations, refine pricing models, and execute impactful business solutions.

Business Development & Relationship Manager

HyperionDev

2021 - 2022

- Identified new business opportunities across markets and sectors, securing partnerships and client growth.

- Collaborated with marketing to execute plans that expanded client base and captured new business.
- Developed and managed group training, learnership programmes, and graduate recruitment initiatives.
- Led sales pitches, webinars, and public presentations, targeting key decision-makers in HR and L&D.
- Managed vendor onboarding, contracts, and government tender applications, consistently exceeding sales targets.

Business Relationship Manager

Red & Yellow Creative School of Business

2018 - 2021

- Secured new corporate clients and consistently exceeded sales targets by promoting accredited training programs.
- Played a key role in new product ideation, go-to-market strategies, and sales execution.
- Advised clients on skills development, WSP, B-BBEE, SETA, and SAQA frameworks, driving ROI and strategic value.

International Course Consultant

GetSmarter/2U,inc.

2016 - 2018

- Enrolled international students in online courses, achieving sales targets and fostering customer engagement.
- Collaborated with marketing to align sales strategies and improve team performance.
- Trained new team members and contributed to optimizing sales processes and systems.

Professional skillset

- B2B Sales / Key Account Management
- B-BBEE / Skills Development
- Workplace Skills Planning (WSP) Implementation
- Strategic Problem-Solving
- Sales Strategy Execution
- Proposal Development
- Public Speaking & Presentations
- Complex Deal Closure
- Project Management & Execution
- Client Relationship Management
- Entrepreneurial
- Networking
- Growth Mindset
- Teamwork & Collaboration
- Effective Communication
- Salesforce & other CRM Systems
- Youth Development Advocacy
- Future Candidate for Leadership & Management Roles

Keen interest / moderate working

knowledge / willing to upskill in:

- Compliance & Legislative Knowledge
- Market & Sector Analysis
- Contract Negotiation & Influence

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