



# JONATHAN HOEHLER

An experienced mobile, digital, product and marketing executive

## ABOUT ME

An experienced product and marketing executive with an extensive track record of working across various industries across emerging markets.

Experience in marketing, technical and product value propositions, B2B and B2C marketing, revenue generating initiatives including mobile (VAS) and content marketing campaigns, customer value management (CVM), mobile applications, product management, vendor software business development and account management.

Strong product and marketing management professional with a bachelors degree in marketing.

## CAREER SUMMARY

17  
Years of  
Experience

40  
MNO  
Customers

23  
African  
Countries



## PROFESSIONAL EXPERIENCE

Mar 2021 –  
Current

### Avatar World Group (t/a Joker Mobile)



Primary Role: Senior Business Executive: Africa

- Managing commercial, marketing and product initiatives across AWG's various deployments in Africa

Feb 2021 –  
Mar 2019

### 4Sight Holdings Limited



Primary Role: Group Marketing Manager

- Marketing, positioning and communication of 4Sight's various subsidiaries product, services and digital initiatives across Industrial, telco and other industries and customers.
- Digital asset, channel, value proposition and PR management.

Feb 2019 –  
Sept 2014

### Digitata Limited



Primary Role: Chief Product Officer

- Product management of Digitata's Intelligent pricing, campaigning & GTM, gaming and CVM solutions for MNO's.
- Managed Digitata's marketing function including events, marketing automation campaigns and comms initiatives.
- Previous roles included Account Director, Commercial Director and Sales Operations Director focusing on business development and revenue generation.

Aug 2014 –  
Sept 2013

### Net1 Mobile Solutions



Primary Role: Head of Business Line: VAS

- Driving new revenue opportunities, relationship management and product deployments with MNO's.
- Managed three product lines: Net1's Airtime Credit service (Advance Airtime), Interactive SMS mega promotions and managing end-to-end mobile application development.

Aug 2013 –  
June 2012

### Deloitte South Africa



Primary Role: Manager (Mobile)

- Provided management consulting services on digital transformation, mobile applications, mobile devices, social media, digital and technology ecosystems and mobile trends.
- Authored and co-authored various thought leadership pieces focused on mobility, social media and digital.

May 2012 –  
May 2004

### Starfish Mobile International



Primary Role: Chief Technical Officer

- Worked on over 500 mobile content services and marketing campaigns for MNOs and brands in Africa.
- Technical product development and operational management of revenue generating products for MNO's focused on digital content, mobile apps and other mobile services.
- Previous roles at Starfish included Content Manager, Business Analyst and Head of Operations.



## EDUCATION AND QUALIFICATIONS

2003 –  
2000

### Rand Afrikaans University



B.Com Marketing

1999 –  
1995

### Parktown Boys High School



Senior Matric Certificate

## GENERAL INFO

**Full name:** Jonathan Hoehler

**Known as:** Jon

**ID Number:** 811026 5007 087

**Nationality:** South African

**Age:** 39

**Sex:** Male

**Birth Date:** 26 October 1981

**Languages:** English (1st)  
Afrikaans (2nd)

**Family:** Married with two children

**Passport:** Valid SA Passport

**License:** Drivers Licence (Code B)

## CONTACT DETAILS


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 linkedin.com/in/jonhoehler

 Johannesburg, South Africa

## REFERENCES

 Employer & customer references are available on request.

## FOCUS AREAS, SKILLS & OUTPUT

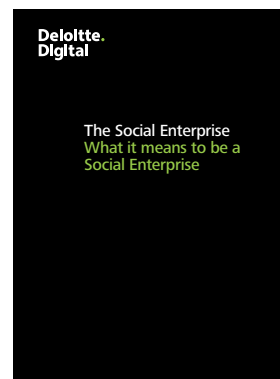
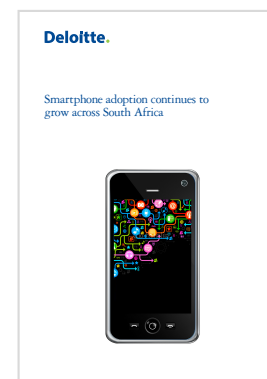
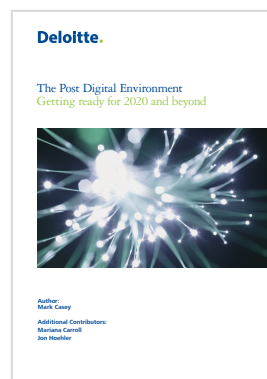
- Value added services strategies
- Product strategy and requirements
- Sales collateral and presentations
- Product development & management
- Reports and analysis presentations
- Customer engagement strategies
- Loyalty and win-back strategies
- Go-to-market strategies
- Product value propositions
- Proposals and tender documents
- Market analysis & insights reports
- Marketing strategy development
- Account management & planning
- PR and communications strategy
- Customer journey development
- Customer experience strategies

## PAST CUSTOMERS AND BRANDS



## THOUGHT LEADERSHIP

During my time at Deloitte, I was fortunate to author and co-author various thought leadership pieces focused on mobility, social media and digital.



## ADDITIONAL INFORMATION

### Highlighted Interviews and Presentations Associations and Events

[http://bit.ly/JH\\_HeavyChef](http://bit.ly/JH_HeavyChef)

<http://tinyurl.com/AppsWorldInterview>

<http://tinyurl.com/TechSA-2013>

[http://bit.ly/Cliffcentral\\_MWC2016](http://bit.ly/Cliffcentral_MWC2016)

[http://bit.ly/JH\\_Tech4Africa](http://bit.ly/JH_Tech4Africa)

**Mobile Monday South Africa**  
Former Co-Chairman



**Mobile Marketing Association of SA**  
Former committee member



**MTN App of the Year Awards**  
Judge (2012, 2013, 2014 and 2015)

