

**CURRICULUM VITAE – REAN VAN DER MERWE**  
**LAST UPDATED: JAN 2008**

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**GENERAL DETAILS**

Name: Rean van der Merwe  
Email: [rean@ecoafrika.co.za](mailto:rean@ecoafrika.co.za)  
Born: 1972 - Cape Town, South Africa  
Nationality: South African  
Languages: English, Afrikaans, German, basic French

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**ACADEMIC EDUCATION**

*2006-2007*  
**Department of  
Computer Science  
Open University**  
United Kingdom

MSc Computers for Commerce and Industry, (part time)  
Developed masters thesis on the effectiveness of ICT – specifically web enabled communication systems – as a support tool for community based sustainable development initiatives.

*2000-2002*  
**Department of  
Computer Science  
Open University**  
United Kingdom

PG Dip Computers for Commerce and Industry  
Focus on: Business management and innovation, architectures of computer systems, software engineering, java for networked applications, relational database systems, KBS analysis and design (KADS)

*1992-1993*  
**University of South  
Africa (UNISA)**

Two years' full time courses in Communication, English and Applied Psychology to form the background to a career as Journalist.

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**AREAS OF EXPERTISE**

**Professional  
Profile**

I have filled a variety of roles in the communications industry, including photojournalist, website and multimedia developer, technical project manager and marketing communications consultant.

Formally trained in both communications and software engineering, I have experience at communications project management, requirements analysis & system specification, as well as presenting architecture and strategy to diverse stakeholders. My background in website and interactive development gives me a solid grasp of the opportunities presented by the evolution of digital media.

**Technical  
Environments  
and Skills**

PHP, Java, XML, MySQL, MS SQL Server, MS Access, Filemaker, Relational database design and specification, SQL programming, Apache server administration (Win NT & Linux), DHTML, CSS, Javascript, Macromedia Flash animation + scripting, Macromedia Director + lingo, Video post production using Avid/ Premiere, Online video delivery, PDA development with J2ME & CASL, Expert system analysis and design (KADS)

<b>Countries of work experience</b>	South Africa Madagascar Egypt Tanzania Angola Namibia United Kingdom
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## WORK EXPERIENCE

### **April 05 to date: ICT Director, EcoAfrica**

Consult on the use and implementation of Information and Communication Technologies (ICT) - specifically where related to knowledge management within environmental/social development projects. I am further closely involved in a number of public awareness/communications projects, as well as in the marketing of community based tourism enterprises.

Involved in the following projects:

- Create a tourism marketing website for the Richtersveld region under the CBNRM programme, through Conservation International.
- Develop an online information sharing platform to support the Namibian government decentralisation process. Also develop visual branding for the overall Namibian decentralisation initiative. Under contract to the Ministry of RLGHRD and the Directorate of Decentralisation Co-Ordination.
- Produce an interactive marketing DVD for the Winelands District Municipality, focussing on tourism and related local economic development initiatives.
- Design and develop an online distance learning, knowledge management and information sharing platform, based on open source technology, for the DLIST Benguela programme (<http://www.dlist-benguela.org>). Implement programme outreach and public awareness activities in South Africa, as well as establish several remote DLIST nodes, including user training and the set-up of physical infrastructure. Moderate online discussions.
- Develop and implement an updated marketing and communications plan for the South North Tourism Route – an informal collective of around 20 community run tourism businesses on a route stretching from the Cape West Coast to Southern Namibia. Redevelop SNTR visual identity, website, and marketing collateral. Consult individual businesses on marketing strategy, provide implementation support, secure funding and generate programme buy in at local and regional government level. ( see <http://www.south-north.co.za> )
- Provide ICT and media support to a consultation for the Public Awareness Advisor to the Government of Zanzibar, under the SMOLE programme.
- Develop and deliver a month long training course in Public Awareness and Information Dissemination to 3 departments of the Government of Zanzibar.
- Design and implement a knowledge management and information sharing platform for the Environmental Resources Centre of the Cape Peninsula University of Technology. The solution includes an “on demand” library of documentary films, as well as a Wiki where students collaborate on project work and research papers. Provide user and system administrator training to students and staff.
- Co-develop the Richtersveld News – a quarterly community newspaper initiated by the Richtersveld Municipality.
- Consult on branding and marketing strategy, as well as develop communication materials such as websites, flyers, posters and newsletters for a number of clients including the Hardeveld Regional Council, IKM, FOP, West Coast Hiking Trail, Richtersveld Community Conservancy and the Richtersveld CBNRM programme.
- Assist in the production of the FOP “Last Glimpse” series as well as two promotional films - including camera work and digital post production.

### **March 04 to April 05: Company Director, ZNFX New Media Consultants**

Provide marketing consultancy and new media development services including website development, search engine optimisation and marketing, online film distribution, digital film editing and the creation of interactive CD-ROMs.

Involved in the following projects:

- Provide technical consultancy, localisation support and project management for Ogilvy Interactive (France, EMEA) on the IBM "On Demand" campaign. Including overall technical team co-ordination, development of online advertising tactics, website development, metrics and reporting and the development/implementation of intranet tools to support a globally distributed development team.
- Provide technical consultancy, localisation support and project management for Ogilvy Interactive (World Wide) on a campaign for IBM Product Lifecycle Management, involving the development of a desktop PLM "readiness" diagnostic tool, as well as the localisation and roll out thereof in 12 countries including the US, Japan, Korea and much of Western Europe.
- Develop an online tourism and accommodation portal, incorporating an open source content management system to enable a marketing team to update content and offerings in real time. <http://www.capepeninsula.com>
- Develop websites and marketing collateral for outdoor adventure and travel companies including <http://www.bubbleblowers.co.za>, <http://www.venture-forth.co.za>, <http://www.sunnysafaris.co.za>
- Post production on a 10 minute corporate film for Doyle Art Foundry.
- 3D Modelling and rendering to support the visualisation and design of monumental sculpture for Doyle Art Foundry.

#### **Sept 02 to March 04: Technical Director, OgilvyOne World Wide (Paris, France)**

Strategic technical and localisation consulting for all divisions of the IBM interactive marketing account at OgilvyOne. Lead a development team dedicated to developing new media marketing materials for IBM. This involved developing web sites, business process automation software and cutting edge advertorial multimedia - frequently to be localised in languages ranging from Spanish to Japanese. Duties further included the management of internal systems (intranet, source version control, server infrastructure, quality control) to keep a development team - distributed in over 17 European countries - working together smoothly.

Involved in the following projects:

- Development, roll-out and maintenance of an intranet for a distributed marketing team located in 16 EMEA countries, including web pages, a task management and scheduling toolset and file versioning and backup systems.
- Implementation of knowledge management systems to promote sharing of best practice and technical guidelines on the development of IBM online marketing materials. Includes developing a document library, implementing formal communication protocols, encouraging the encoding of tacit knowledge and providing infrastructure support to informal knowledge networks.
- Technical consultancy, localisation and project management on a range of extended online campaigns including Roland Garros, IBM On demand, IBM e-business, PLM diagnostic, IBM Prodigy.
- Redesign and maintenance of the IBM EMEA e-business website, consisting of over 1000 collective pages of content in 12 languages.
- Develop, implement and support technical quality assurance processes and toolsets for much of the IBM online marketing developed in EMEA.

#### **Oct 99 to Aug 02: Senior new media developer, OgilvyOne Worldwide (London, United Kingdom)**

Specialise in web interface and client-server application development. General duties further include technical specification and W3C standards compliance. Develop content for web TV and text readers for the disabled. Video editing, compression and online streaming.

Involved in the following projects:

- Develop a policy and document management system for Orange Mobile, Europe

- Extensive website and multimedia development for clients including Orange, Nestle, Egg, Tivoli and IBM

**June 99 to July 01: Web Developer, Cord Ltd (London, United Kingdom)**

Project based work includes html and JavaScript programming, server management, client server database design and implementation (MySQL, FileMaker) and PHP integration. Involved in e-commerce website development and the coding of an XML parsing module implemented in JavaScript.

**Jan 98 to Jun 99: Web Developer, YTech Holdings**

As one of two developers for an ambitious start-up e-commerce company my diverse duties included project management, html and JavaScript programming, design, developing dynamic content through ASP and MS Access, Flash development.

Involved in the following projects:

- Work as interface developer on some of South Africa's earliest directory and ecommerce websites (DVD SA, ShoppingMatrix, YWeb)

**Jan 94 to Jun 99: Photographer and journalist, freelance**

Work as freelance editorial, travel and event photographer and journalist.

Involved in the following projects:

- Work as in-house photographer and journalist for BP SA. Projects include collaborating on their in-house PR magazine, as well as providing communications material for programmes such as BP FuelMaster and BP Express.
- Write articles and take photos for publications such as Travel Africa, Die Burger, Cape Argus and various special interest magazines including Classic Boat.
- Photo assignments include work for the Richtersveld Tourism Association and documenting an ecotourism trial run for EcoAfrica in Madagascar, as well as well as extensive work for commercial clients including BPSA, Steers and Shell.
- Develop public relations material for the documenatary film World Safari 2, produced and directed by Australian documentary maker, Alby Mangels.
- Work as camera and sound operator on 2 episodes of a television documentary series directed and produced by Alby Mangels