



Andy Clark

Strategic Digital Transformation Leader

“It seems impossible until it's done.”

— Nelson Mandela

Andy has three decade long track record in delivering transformational change with measurable results for both the customer and enterprise. His collaborative approach has built a comprehensive network of partners and contacts that, together, can tackle almost any business challenge.

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LINKEDIN
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EDUCATION & CREDENTIALS

BCom (Econ & Stats)

University of York

BA (Hons)

University of York

CA

England & Wales

PGDip (Future Studies)

Stellenbosch Business School

KEY ACHIEVEMENTS

30+

Years Transforming
Digital Businesses

> ZAR 6bn

Key driver in building Woolworth's mobile app from inception to over ZAR 6bn in total revenue across retail and financial services over 2m customers.

90%

Digital transformation of customer on-boarding, reducing acquisition cost by circa 90% with class-leading customer experience.

50%

Shaping and implementing South Africa's largest cloud-based contact centre, delivering a 50% contribution across ideation, procurement, service improvements and cost reduction.

200 +

Relation-based leadership of 200+ cross-functional technical and business teams at scale, including digital 'factory' set-up and operations.

CORE EXPERTISE



Digital Strategy & Transformation

End-to-end business transformation and large-scale change programmes.



Product Management

Lifecycle management from ideation to value realisation and scaling.



AI & Cloud Technology

Cutting edge knowledge and experience of AI, ML and cloud - focusing on benefit realisation.



Leadership & Teams

Building high-performing teams and driving agile cultural change at scale.



Customer Experience

Design Thinking and voice of customer programmes for omni-channel CX.



Business Operations

Programme management, data analytics, and enterprise risk frameworks.

INTERNATIONAL EXPERIENCE



Founder & CEO

2025 - Present

WOOLWORTHS



Head of Digital Products & Channels

2011 - 2025



Lead Technology Partner

2007 - 2011



Various Leadership Roles