



Naas Du Preez

SENIOR CONSULTANT



Naas du Preez is a consultant at CCI Professional, a consulting firm that specialises in Industry 4.0-enabled human capital investment strategies.

He is a successful entrepreneur, director, and the founder of Oasis Water Holdings (Pty) Ltd. Oasis Water is a pioneering brand and household name in the water refill and bottled water industry, primarily through its franchise business model. With a footprint of nearly 400 outlets and manufacturing plants across South Africa, Namibia, Botswana, and Eswatini, it continues to expand and innovate in the water and beverage sector.

In 2020, Oasis Water Holdings entered into a significant minority transaction by bringing private equity partners on board. The strategy then shifted toward accelerated growth with a strong focus on mergers and acquisitions. Smaller acquisitions quickly followed, culminating in January 2023 with the purchase of the world-class Nestlé and Clover Waters manufacturing plant. Naas not only played a pivotal role in this acquisition but was also entrusted with leading the new 24/7 operation.

Within the first year, he and his team successfully integrated the business and its people into the group, reverse-integrated by introducing on-site bottle blowing, and expanded the customer base. Still in the first year of the acquisition, Oasis partnered with a major energy drinks brand, resulting in the doubling of the facility in its second year to cover more than 20,000 m³.

At the end of 2024, after completing this milestone project and more than 18 years since founding Oasis Water Holdings, Naas transitioned operational responsibilities to a trusted and experienced team of partners and executives.

Driven by a desire to leverage his experience and make a meaningful difference, Naas joined the dynamic team at CCI Professional. The firm's unique approach empowers executives to grow their companies exponentially by realising both their own potential and that of their greatest asset: their people. Resilient, energised employees consistently deliver superior results to all stakeholders while contributing positively to society in other spheres.

Naas lives in Pretoria with his wife, while their two daughters are currently pursuing university studies.

QUALIFICATIONS BACKGROUND

- **Financial Insights for non-Financial Directors** – Institute of Directors
- **Introduction to Corporate Governance** – University of South Africa
- **BA Hons (Sport Science)** from University of Pretoria
- **BA (Human Movement Science)** from University of Pretoria

PROFESSIONAL ACUMEN

- Over 20 years of experience as a director, entrepreneur and successful businessman.
- Founder and architect of more than 10 companies.
- Former Chairman and Board Member, Franchise Association of South Africa (FASA).
- Former Regional Chairman and Board Member, South African National Parks Honorary Rangers.

ENDORSEMENT

‘I wholeheartedly endorse Naas for his servant leadership. He consistently achieves results by emphasising the empowerment and well-being of his team. His genuine care creates a positive, motivating environment where individuals feel valued and inspired to excel. Naas has a unique ability to unlock each person's potential, fostering collaboration, innovation, and resilience. His heartfelt commitment to people, drives not only effective organisational performance but also a culture of trust and support. His leadership exemplifies how caring for and empowering others leads to remarkable success.’

Martin Prinsloo, Fledge Capital

PASSIONS & HOBBIES

- A Christian family man celebrating life with his wife, Wendy, and their two daughters, Marlien and Jean-Mari;
- Passionate about nature and the outdoors; avid birder and conservationist
- Enthusiastic traveller, always seeking new destinations to explore
- Dedicated runner, competing in masters athletics and cross-country, with provincial colours achieved
- Finisher of the Two Oceans Ultra Marathon
- Successfully swam the Midmar Mile
- Represented South Africa in the finals of the Laser Run World Championships (Lisbon, Portugal, 2022)



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