



## Summary Profile Mark Bayley

Mark is an Executive Consultant at Defined Dynamics, a future focussed consultancy that partners clients in unlocking value. Mark is a business leader with multisector experience with strong business acumen and vision. He has an entrepreneurial, commercial and strategic mindset with 30+ years of experience in developing, growing and executing businesses requiring innovative growth, people leadership and culture change in an evolving global market.

Mark has led multiple strategic and organisational transformation initiatives that deliver performance improvement and sustainable growth to leading businesses in Africa and South Africa. He has held several executive roles in the capacity of COO, Managing Director, Director of Consulting and HR Executive. His career has spanned a broad range of sectors including Healthcare, Construction, Financial Services, Banking, Mining, ITC, Supply Chain, Manufacturing and Consulting.

Mark is passionate in assisting business leaders navigate in a disruptive and competitive environment to gain and sustain a competitive edge. Through a robust approach to business transformation, he partners clients to lead significant strategic and operational transformation which includes mindset and behaviour change at scale. Included is organisational restructuring, design and post-merger integration experience. He has had significant experience in partnering clients with purpose driven customer improvement transformation initiatives, aligning people, processes and digitisation.

Mark was director of strategy and technology enablement at EOH consulting. He was also an experienced hire at Arthur Anderson in the Strategy, Finance and Economics (SFE) practice. As an executive consultant at BMI Insight, Mark was an integral part of a leading OD team that developed and managed significant culture transformation and customer improvement programmes for high-profile clients.

Prior to starting Defined Dynamics, Mark was Managing Director at Universal Healthcare Administrators, an innovative and growing business in healthcare, where he spent 9 years growing the business and managing operations. The business received several Titanium Awards for service to clients during his tenor at Universal. Prior to this he facilitated a significant start-up of a health insurance business as COO of Liberty Health, which provided health insurance and administration services across Africa. Mark also played a significant role in growing the IBM distribution business in South Africa as Director of Value-Add Services at Siltek Distribution Dynamics, where he was awarded distributor of the year.

Mark started his career in Strategic Human Resources and held senior and executive roles at Illovo Sugar, Siltek and African Bank. Mark has B.Soc Sc from University of KZN, a Post Graduate Diploma in Management (PDM) (HR) from Wits Business School and a Programme in Financial Management at UNISA with distinction.