



Vusi Sindane
Personal Profile

Entrepreneur, Philosophy Student,
Teacher, Crazy cyclist, Husband and Dad.

2025

“What is to give light must endure
burning” Viktor Frankl

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Part 1

About Vusi

The Formative Years

Born in Mpumalanga, in a small village called Maganagobushwa [those who refuse to be ruled], Vusi started his first business in primary school, selling sweets and sandwiches. In high school, he sold airtime, phones, and other electronics. At the same time, he completed an A+ course to fix computers and later learned to develop software while in high school.

Due to financial constraints at home, he started a Microsoft Certified Solutions Developer (MCSD) program after school but did not complete it. Nevertheless, he developed time-tabling software and sold it to schools in Ekurhuleni. He then started a software consulting business where he hired his lecturer for projects and built a team to help clients automate business processes with software.

In 2007, he helped implement an enterprise resource planning (ERP) platform for supporting the supply and delivery of stationery to over 3,000 schools in KZN. In 2009, Vusi played a key role in importing, localizing, and implementing tracking technology, which monitors more than 10,000 government vehicles today.

From 2010 to 2016, Vusi established an independent graphic design and software development agency, donebyEXPERTS, where he served customers in over 6 countries. This resulted in Vusi accepting permanent roles at Tirhani Group Holding, initially as a business process engineer, then as executive assistant to the Executive Chairperson of the group, and later as Group COO.

*"Why do the 100 rivers flow to the ocean?
Because it remains below them." Lao Tzu*

Executive Roles

'Some men see things as they are and say why. I dream things that never were and say, why not'

George Bernard Shaw (1856-1950)

Between 2018 and 2020, in his capacity as project director, Vusi led the promotion and revitalisation of the South African auction industry in partnership with the Services SETA. He delivered the first industry-wide auction conference, represented by professional bodies and industry leaders in every sub-sector of auctioneering. He also delivered the first industry-wide research paper (co-developed with Plus94™) and overhauled SSETA's auction qualifications to align with SAQA standards.

In 2021, Vusi was appointed executive director of Nyukani Education Centre, a private school in Limpopo. In three months, the school implemented e-learning across the board (from Grades 0 to 12), eliminating all COVID disruptions, particularly during the third wave. The school seamlessly switched to remote learning during the lockdown period of June 2021 and then back to blended learning when contact lessons resumed.

Within 10 months, with the introduction of e-learning, management restructuring, and systems changes, the school's academic performance improved by an average of 10% across all grades compared to the previous years. The Matric class of 2021 doubled their distinctions and produced the best Matric results since inception—a 96% pass rate. In the first term of 2022, the school produced the best matriculant in Limpopo and the best results in the circuit.

Entrepreneurial & Teaching Roles

"A rational leader suggests changing course to avoid a storm. An irrational one changes the weather."
Rory Sutherland

2023, Vusi began a new chapter in life as an entrepreneur, fundraiser and independent consultant.

In 2023, Vusi cycled from Musina to Cape Town, solo and without roadside support, over 40 days to raise funds for 10,000 school shoes. When he reached Cape Town, he had raised funds for 1,115 pairs of school shoes. To date, he has raised and delivered over 3,500 pairs of school shoes.

Upon returning from the cycling journey, Vusi re-established skybookings.com, a ticketing and RSVP management platform he initially started in 2016 that was disrupted during Covid. The platform found a niche in emerging event curators, providing world-class technology and solving a cash-flow problem they experience.

Vusi was accepted at Wits University in 2024 as a master's student in Applied Ethics for Professionals.

In 2025, in partnership with Brian Poopedi, he established Maestro, an Artificial Intelligence driven customer service platform. Maestro communicates fully autonomously with customers 24/7 over WhatsApp, both reducing customer service costs, improving customer experience and generating leads autonomously.

In 2025, Vusi also accepted a role as a faculty member focusing on Ethics and Strategy at Duke Corporate Education, a global leader in corporate training and leadership development.



*"A dreamer is one who can only find
his way by moonlight, and his
punishment is that he sees the
dawn before the rest of the world" —
Oscar Wilde (1854–1900)*

Strengths

Report Summary of Clifton top five strengths



Connectedness



Relator



Learner



Achiever



Self-Assurance

The composition of Vusi's strengths reveals that he is prone to engaging in laborious tasks. He yearns to dedicate himself to worthy causes or noble pursuits.

Strengthening the bonds between himself, the people he knows, or even those he will never meet gives his life special meaning. He often finds himself engaged in tough challenges simply to have fun. In the process, he often finds himself part of something much larger, such as building team spirit or raising funds for a worthy cause.

This sense of being linked to other people means more to him than finishing first or claiming an award. He values people more than things. His talents guide his decision-making, influencing what he says and does, as well as what he chooses not to say and do. He knows he is a strand in the intricate web of life, searching for ways to link with individuals who ponder concepts, theories, or philosophies.

He is driven by the notion that no one can live life without some help from others. This idea compels him to consider how his actions and words affect people he knows and those he will never meet.





Part 2

Special Projects

Unsupported Cycle challenge:

**Cycled 3257km from
Musina to Cape Town for
10,000 School Shoes — solo,
no support vehicles.**

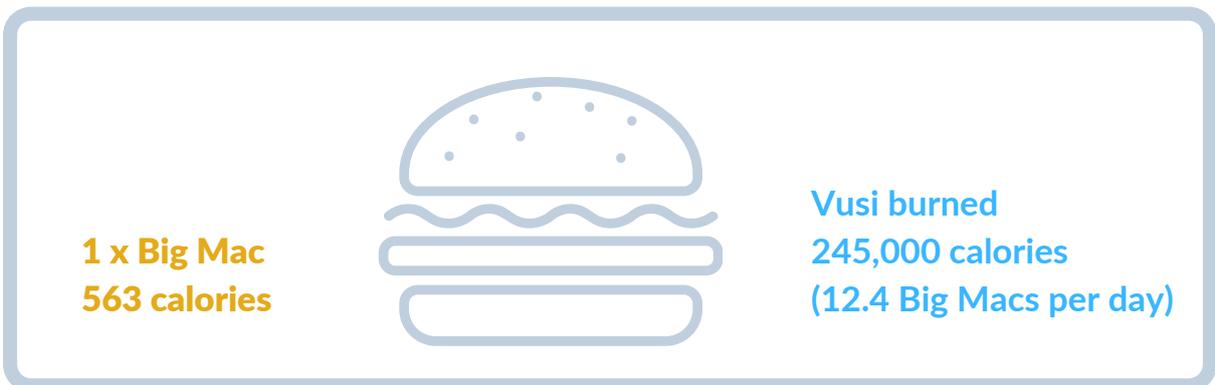
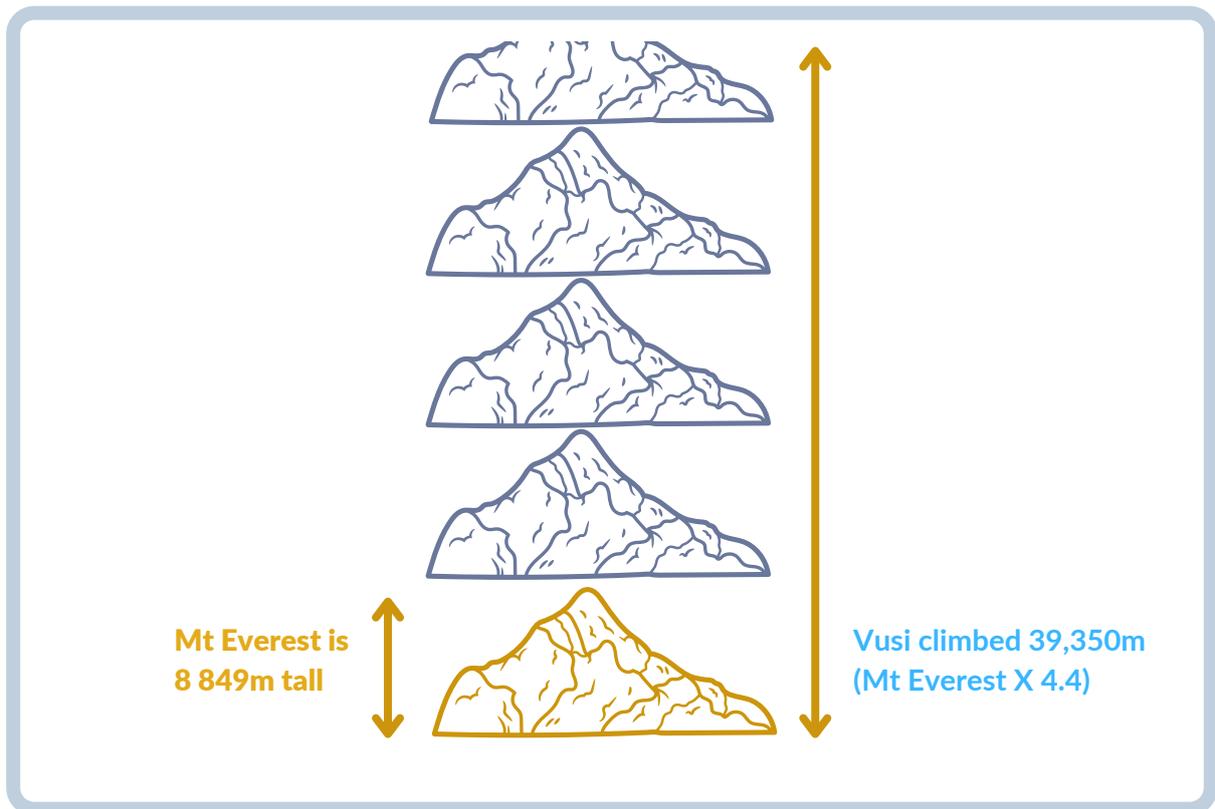
On 13 April 2023, Vusi Sindane made history by cycling the full length of South Africa, unsupported with a mountain bike.

He started the journey at Beit Bridge in Musina and ended at Green Point in Cape Town. His mission was to raise funds to buy 10,000 school shoes for underfunded children around South Africa.

Vusi cycled 3257km to reach Cape Town and managed to raise 1511 pairs of school shoes. Undeterred, Vusi is now partnering with companies and schools across South Africa to raise funds for the remaining school shoes.

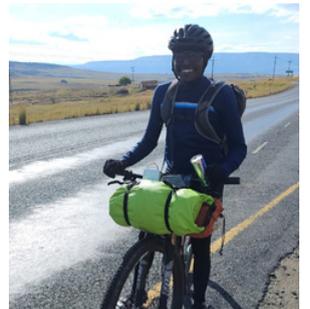
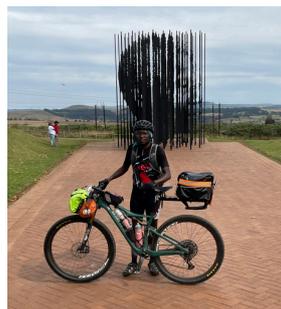
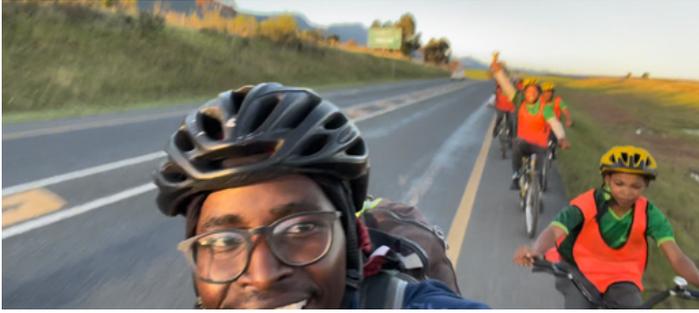


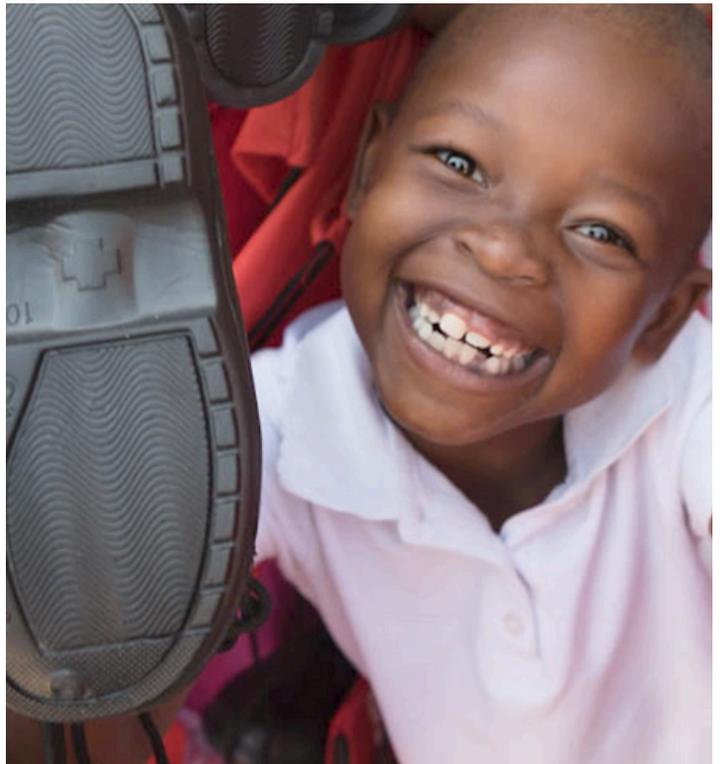
Fun Facts from Cycling 3257km Musina to Cape Town for 10,000 school shoes



Meals prepared by
more 100 hands

Raised funds for
1511 school shoes
(as at 25 May'23)







vuisindane.com/donate



Part 3

Services

Digital Transformation Strategy & Advisory

During Covid, Vusi transformed Nyukani Education Centre, a rural school in Limpopo where he served as Executive Director, into a fully digitalized hybrid e-learning school within an unprecedented three months.

The result is that distinctions doubled in Matric, with the final pass rate improving from 83% to 96% and now 100% after his departure. Beyond forming partnerships with the likes of Vodacom, he led the culture change process, encouraging a technophobic staff to embrace technology and new teaching methods.

The school subsequently won several awards, notably from Davinci Business School's TT100; it became the best-performing school in its circuit, producing some of the best learners in Limpopo—some with as many as 7 distinctions in Matric, in a rural and unsupported environment.

With over 24 years of experience as a software engineer and a decade in leadership roles, Vusi is uniquely positioned to provide both technical and business insights on organizational digital transformation, drawing on a proprietary methodology he developed.

Above all, his approach is that it is never about the technology; it is always about the company's strategic goals, people, and culture, where technology is merely an enabler.

Events Management Training and Advisory

As the founder of skybookings.com, a world class ticketing and RSVP management platform, Vusi has a front-row seat of 100s of events, from inception to delivery.

Drawing on 10 years of data analysis, since the inception of skybookings, and working directly with event curators, Vusi developed a proprietary events management framework, which he delivers through seminars and workshops throughout South Africa, and through online programs. His framework is reported to reduce the failure rate of events by up to 70%, while improving coordination and patron experience.

Vusi teaches his data-driven events planning and management framework to curators and their staff members, ranging from lifestyle events, like music festivals and food expos, to corporate events like gala dinners, fashion shows and awards ceremonies.

Vusi also facilitates events strategy sessions, where he draws on a wealth of experience to help teams conceptualise, de-risk and prepare an event before making big commitments.

Effective Project Managements

Vusi has contributed to projects in excess of R20 billion in value in various roles throughout his career. He has also led projects in excess of R1 billion throughout his career.

2005: Implementation of a tracking solution to 5,000 government vehicles. Served as a senior software engineer, co-developing all the business processes and reporting systems.

2007: Sourcing and delivery of Learner Teacher Support Material (LTSM) to over 3,000 schools in KZN. Served as a software consultant, implementing an ERP to support the supply chain, and later led the IT department as General Manager.

2015: Disposal of R500 million in non-core properties on behalf of the Gauteng Department of Infrastructure Development (GDID). Served as project director from inception to project closeout.

2018: Revitalisation of the auction industry in partnership with Services SETA. Served as Project Director from inception to closeout.

2023: Project manager, developing NSFAS student accommodation offering.

Business Training & Leadership Advisory



Teaching &
Facilitation



The Socratic method
of consulting

Vusi recently joined Duke Corporate Education as a faculty member — a global leader in corporate leadership training and development.

His repertoire includes leading seminars and workshops on risk management and strategy for junior management staff to better understand strategic thinking, thus reducing strategy execution failure and improving communication between senior executives and their teams.

As a master's student in Applied Ethics at Wits University, he also plays an advisory role to executives, offering a disciplined approach to thinking through complex ethical problems.





Speaking Engagements

Having completed an amazing journey of cycling 3257km from Musina to Cape Town, Vusi has a story to tell.

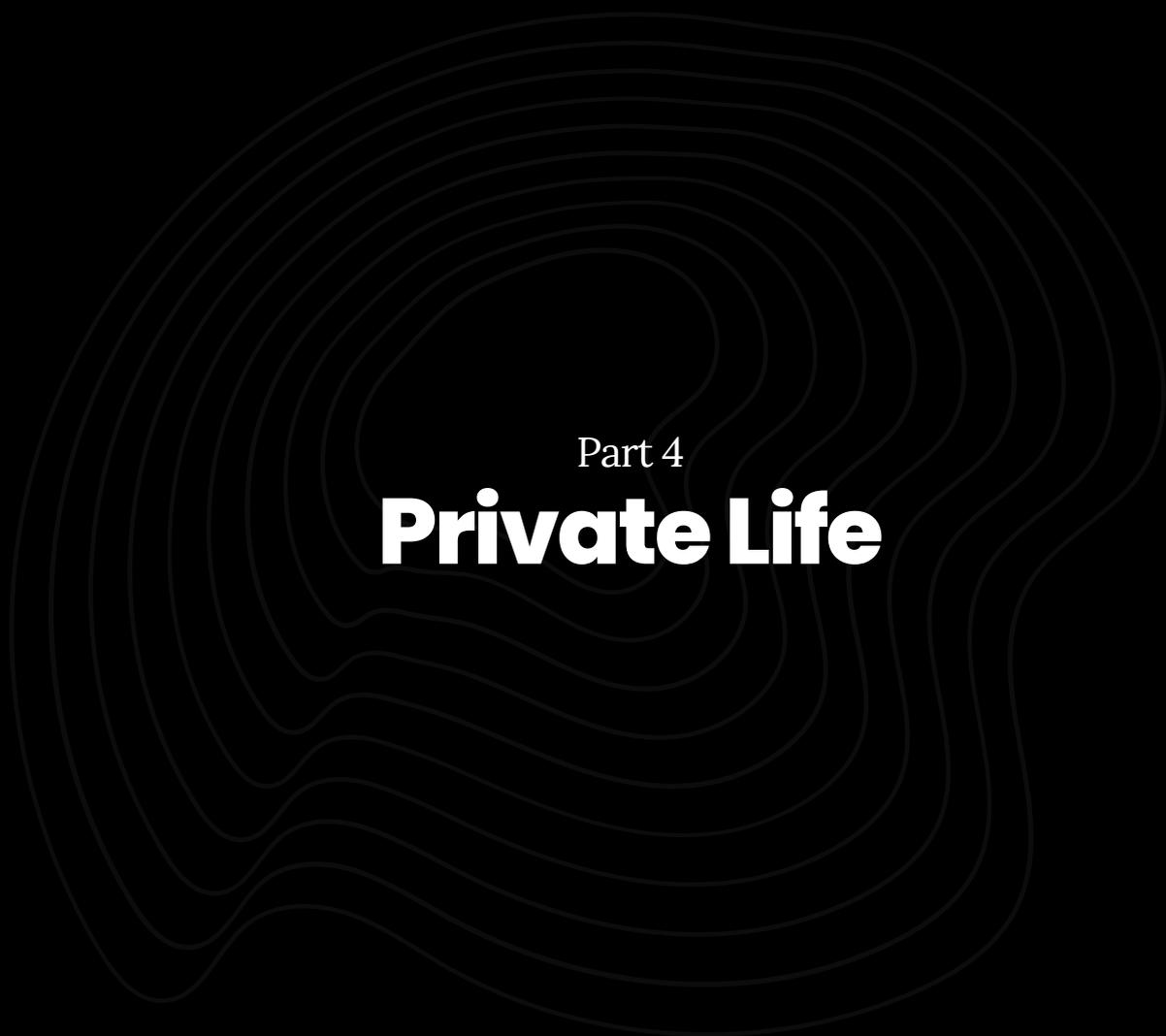
Vusi's approach to motivation is not just sharing quotes from famous people, but offering insights from real-life experiences, especially from his adventures. Combined with his business experience, Vusi is able to take a business brief and tailor his engagement to address specific culture, morale or team chemistry issues through story.





Part 4

Private Life



Husband & Father

Vusi is Married to Victoria for 10 years and has six children.



Writing

Vusi writes on philosophy, business & personal growth.



Fire Walking

Vusi walks on fire for fun.



Music

Vusi is an amateur pianist



Thank You

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