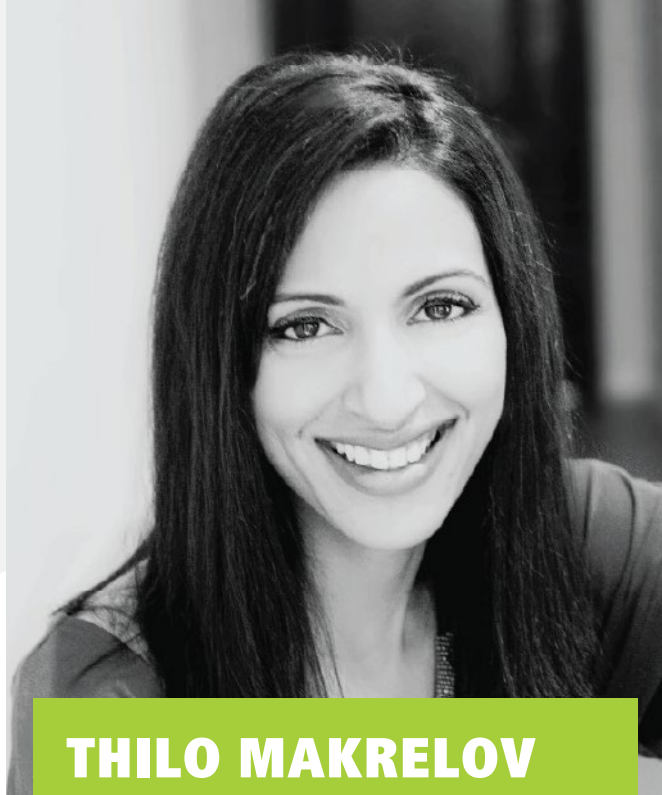




THILO MAKRELOV

Business Coach

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► ABOUT THILO

Thilo is passionate about helping business leaders and their teams renew or create a vision for their business and find meaning in their work as they connect to this vision.

No stranger to just how tough business can be, she has led teams successfully through traumatic events including acquisitions, retrenchments and other tough conflict situations, including transforming cross-functional teams from under-performing to highly functional teams.

As a born innovator, she has developed & launched new categories within existing product groups, including DanUp and Castle Free, whose successes were hailed as global case studies by Danone & ABI respectively.

► THILO'S CREDENTIALS

Thilo uses her Professional Business Coach certification through GIBS Business School, combined with her Chemical Engineering degree and deep marketing experience to unlock the potential of the businesses she coaches.

Thilo has successfully turned around and grown well-known brands such as Budweiser, Nutriday, Joko and Rajah spices. The relaunch and positive turnaround of the under-performing Budweiser brand to achieve 400% growth was so successful that she was asked to present the story at a meeting of global AB Inbev leaders in New York.

Before GROW, Thilo had built a 14-year career in innovation & marketing at Unilever, Danone & SA Breweries/AB Inbev. At SA Breweries she was selected to complete the SAB Executive Development Program, a postgrad diploma, which she completed with distinction.

► HOW THILO CAN HELP YOUR BUSINESS:

Thilo has deep experience in developing business strategy, and building execution capability. She will help you navigate the complexity of setting direction for your business and managing and leading your team to deliver results.

She sets a high standard for herself and the teams she works with and achieves outstanding results, from helping founders to transition to a new generation of leadership, to building strategies that leverage new trends to capture a defensible position for your business in the market; and providing guidance needed to build lead generation and sales to support of a business with scaling ambitions.

Thilo excels in unlocking the motivation of leaders and their teams to take action against their goals and and to design a business, and life, they can enjoy.

WE HELP GROW YOUR BUSINESS, PEOPLE AND PROFITS.



ABOUT US

Since 2009, GROW has been working with ambitious business owners, leaders, and their teams to build and scale businesses.

GROW's Business Coaching is designed to help business owners let go of the reins and harness the full potential of the people they lead; ensure business strategies are successfully executed through the provision of ongoing support and tech-enabled learning; and to build healthy, high-performing teams who play to their strengths and remain collectively accountable for achieving the goals and ambitions of the business.