

An opportunity has become available for a Head of Fuel across South Africa.

Purpose of the position:

To lead the strategic development, partner management, and operational scaling of the Fuel Division by owning the end-to-end commercial, relationship, and product lifecycle. The role is accountable for developing sustainable, data-driven fuel solutions while unlocking growth opportunities, managing key partnerships, and ensuring commercial viability and operational integrity of the Fuel solution across South Africa..

Duties and Responsibilities, but not limited to:

Key Responsibility Areas

Partner and Stakeholder Relationship Management.

Build, maintain, and expand high-trust relationships with key industry stakeholders (e.g., Oil Companies, Branded Marketers, Retailers, Banks, POS providers, and Infrastructure Partners).

Serve as the face of the Company in industry events and strategic partner engagements.

Negotiate exclusivity and integration agreements with banking partners to enable scale and stickiness.

Strategic Product Development and Innovation.

Identify new commercial opportunities and iterate on the product offering based on retailer and partner needs.

Drive product enhancement through insight from POS, ATG, and financial data integration.

Collaborate with technical teams to ensure seamless implementation and innovation of smart fuel management solutions.

Operational and Commercial Oversight.

Manage end-to-end onboarding of new sites including due diligence, profitability analysis, and partner approvals.

Oversee the implementation and optimization of ATG systems, POS integrations, and banking infrastructure.

Ensure real-time access and oversight of site performance, fuel volumes, cash flow, and credit usage.

Team Leadership and Capacity Building.

Lead and mentor a team of Fuel Specialists and Account Specialists to ensure consistent national coverage.

Build team capability in financial literacy, industry knowledge, and relationship management.

Market Expansion and Channel Development.

Drive the geographical and portfolio expansion, prioritizing strategic growth corridors

Engage branded marketers and oil companies to access downstream fuel retailers.

Key Competencies Commercial Acumen

Deep understanding of fuel retail economics, operational efficiency levers, and capital deployment.

Relationship Leadership High-trust interpersonal skills with the ability to influence stakeholders across oil companies, banks, and retailers.

Systems Thinking Ability to connect data points across financials, operational data, and POS systems to identify insights and risk.

Resilience and Agility Operates effectively in unstructured, high-growth environments with a proactive problem-solving mindset.

Executional Excellence Drives accountability, precision, and follow-through in scaling complex operations across multiple stakeholders

Key Leading and Lagging Indicators Indicator	Metric	Why It Matters
Site Expansion Velocity	# of new sites onboarded per quarter	Indicates growth and adoption of the solution
Stakeholder Engagement	# of new strategic partners engaged per quarter	Measures effectiveness of partnership strategy
Fuel Volume Performance	Average monthly litres pumped per site	Reflects operational viability and revenue potential
Credit Penetration & Utilisation	% of sites with revolving facility uptake & % of facility utilised	Assesses product-market fit and financial enablement success
Partner NPS/Retention Rate	Net Promoter Score and % of sites retained over 12-month period	Measures trust, relationship strength, and long-term stickiness
ATG & POS Integration Coverage	% of sites with full data access and integration	Enables data visibility, compliance, and solution robustness
Team Performance	Quarterly review of site coverage and relationship feedback	Ensures national footprint and high-quality site engagement