



POWEROPTIMAL

THE FUTURE OF ENERGY

Putting the power back in your hands

Experts in smart power demand and
billing management solutions



Meet Team PowerOptimal



DR. SEAN MOOLMAN CO-FOUNDER AND CEO

Sean has a PhD in Chemical Engineering, Management Advancement Programme from Wits Business School and is a Registered Technology Transfer Professional (RTTP). He has 18 years of experience in engineering, Research and Development management, product development and IP management and technology. Sean is also passionate about innovation and start-up culture. He is a member of the investment committee at the Start-up Support Fund, The Innovation Hub and a mentor for entrepreneurs at Maxum Incubator.



RICHARD FEARON CO-FOUNDER AND DIRECTOR

Richard is a successful serial entrepreneur with involvement in more than 20 technology start-ups and small businesses. More recently, he was CEO of Garmin Southern Africa – where revenue grew 30-fold over a period of 5 years, before selling it to Garmin USA. He currently serves in non-executive and executive director positions on a number of company boards and is an Entrepreneur-in-Residence at the CSIR (Council for Scientific and Industrial Research). Richard is passionate about people, marketing and strategic communications, and how these expertise can be used effectively to underpin business development strategies.



JOHAN THERON LIGHT CURRENT SYSTEMS DESIGNER, INVENTOR AND TECHNICAL DIRECTOR

Johan is our light current systems designer, inventor and developer of the Powerguard® technology. He has over 40 years' experience in light current systems – including the running of his own successful electronics design and manufacturing business, Crane Electronics CC. Johan has a National Technicians Diploma from the College for Advanced Technical Training, 1972. During these years, Johan's companies commissioned more than 350 sound, video, dubbing and editing studios. Specialised switchgear, audio and video amplifiers, and synchronisation systems designed by Johan have been utilised by studios throughout South Africa.



HANNES ROETS ENERGY MANAGEMENT EXPERT AND DIRECTOR

Hannes has extensive experience in the energy management field and is the founder and co-owner of Pendulum Energy (Pty) Ltd, a company specialising in energy efficiency and demand management. Hannes founded Pendulum Films in 1977, specialising in ground-breaking technology and systems for the language dubbing industry. He is also a qualified airline pilot and was the commander of a Reserve Force VIP squadron in the South African Air Force. His passion is to assist business to make actual and permanent energy efficiency and conservation improvements that get the most out of energy usage and to stop the needless waste of power.

Company Advisors

POWEROPTIMAL (PTY) LTD HAS ACCESS TO A STRONG PANEL OF ADVISORS, INCLUDING:

STEFAN SWANEPOEL
CHARTERED ENTERPRISE RISK ACTUARY

Stefan is currently a Consulting Actuary and Principal Consultant for Directrix Risk Services.

He is a Fellow of the Institute of Risk Management (South Africa), the Faculty of Actuaries (Scotland) and the Actuarial Society of South Africa.

MARTIN SVENSSON
EXPERIENCED SERIAL ENTREPRENEUR

With entrepreneurship in his veins, Martin brings a wealth of experience from diverse areas such as innovation, high tech engineering, mobile location services, digital content distribution and online marketing. He is currently the CEO of Persomics AB, a Swedish company commercializing South African genomic screening technology globally. He has a MSc in Electrical Engineering from Chalmers University.

PAUL JACKSON
AD GURU

Paul is currently the Group Managing Director of Grey Africa, a multiple award-winning South African advertising agency. Paul has over 20 years' experience in the advertising industry.

He has a B.Com, specializing in marketing, accounting and business economics.