ANDRÉ DE WET

Marketplace & Consumer-Internet Operator · CEO · General Manager · Digital Commerce Scale

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Executive leader with 20+ years building and scaling marketplace, fintech, and consumer-internet businesses across Africa, the UK, and Southeast Asia. Twice taken platforms from zero to market leadership — **PriceCheck** (700%+ growth to exit and **iflix Africa** (8 countries, 85-person team, 6 months). Deep operator strength in P&L ownership, multi-market launch, telecom and retail partnerships, and building teams that execute in complex markets.

EXPERIENCE

Founder — FLOOD *Cape Town · 2021 – Present*

Commerce-infrastructure / super-app platform connecting telcos and banks to offline merchant ecosystems in emerging markets.

- Scaled the platform to ~$400M GMV and 14M+ annual transactions across multiple African markets.
- Onboarded 8,000+ merchants and drove daily active usage to 28% — a multiple of typical telco self-care app engagement.
- Led commercial partnerships with major operators including Telkom South Africa; owned strategy, product, fundraising and operations end-to-end.

Founder & CEO — 2ndBase Inc *Cape Town · 2018 – Present*

Venture-building and advisory practice for digital-commerce, fintech, and marketplace businesses across Africa.

- Led digital-commerce and super-app strategy engagements for major corporates, including Vodacom and Clicks Group — from MVP through board-level commercial frameworks.
- Supported portfolio ventures on fundraising, commercial structuring, market entry, and building cross-functional product/ops/commercial teams.

Head of Africa — iflix *Cape Town · 2016 – 2017*

Regional GM for one of the fastest streaming rollouts in emerging markets.

- Established African operations across 8 countries in 6 months; built and led a regional team of 85 across multiple markets.
- Negotiated telecom and media distribution partnerships continent-wide; owned localisation, content rollout, commercial ops and market launches.
- Played a key role in regional growth strategy and fundraising during a major international expansion phase.

CEO — PriceCheck *Cape Town · 2011 – 2015*

Built South Africa's leading price-comparison and e-commerce marketplace within the Naspers stable, from early-stage venture to exit.

- Drove 700%+ year-on-year growth at peak; led the business to a **successful exit to a VC firm in 2015**.
- Expanded into additional African markets, including Nigeria, and launched award-winning mobile apps featuring barcode-scanning price discovery.
- Built strategic commercial partnerships across leading telecom and retail players, establishing PriceCheck as a category-defining consumer brand.

Earlier Leadership Roles — PayU · T24 Global · SaaS / Mobile ventures *Singapore · SA · UK · 2008 – 2011*

- Head of Business Development, **PayU (Naspers/Prosus)** — commercial scaling, partnerships and merchant acquisition for a leading emerging-market payments business.
- CEO, **T24 Global Issuance (Singapore)** — ran Southeast Asian prepaid-card operations; managed card-scheme and FI partnerships across multiple regulatory regimes.

EXPERTISE & RECOGNITION

Core Strengths

P&L & General Management · Marketplace & Platform Businesses · Multi-Market Launch & GTM · Telecom & Retail Partnerships · Commercial Strategy & Revenue Growth · Org Scaling & Team Leadership

Education & Industry

Executive Education — **Harvard Business School**
MSc, Global Management — **University of Salford**
Mentor — **Techstars, Endeavor SA, Founder Institute** · Keynote speaker on marketplaces & emerging-market commerce.