



ALEXANDRA MARGULL

Wilderness Chief Operations Officer

Alexandra has been a part of Wilderness for over 17 years. Passionate about business, people and conservation, she is happiest when she can combine these in her role. A reliable team-player who is proactive, resourceful, innovative and results-oriented, Alexandra is looking forward to her new journey as COO, and positively impacting Wilderness' future growth and success.

Alexandra Margull was appointed Chief Operations Officer for Wilderness in June 2022. In addition to supporting the MDs of the various regions, she will oversee Wilderness Air Operations, Ground Operations (Wilderness Transfers, DMC ground operations and Cape Town Touring), as well as Group HR. Her extensive experience within Wilderness, combined with her dedication to improving performance and service, make her ideal for this role.

Alexandra is committed to continuous business improvement, with proven skills in strategic planning, business- and solution-management. She is a qualified professional focused on achieving sustainable growth in dynamic market conditions, through exceptional leadership and relationship-building, along with an entrepreneurial, forward-thinking, strategic mind-set.

Prior to her recent appointment, Alexandra was the Managing Director for Wilderness Safaris Namibia, a role she assumed in June 2017. Alexandra also took on the additional role of Chief of Human Resources in February 2021, and in that role became a member of the Wilderness Group Executive Committee (EXCO).

Alexandra joined Wilderness Safaris in July 2005 as the Human Resources (HR) Manager for Namibia, bringing with her a wealth of experience in business coaching and people management skills. She moved into a Group role in 2010 and was subsequently promoted to the EXCO as Chief HR Officer in 2013. She also filled the role of Assistant Managing Director for Wilderness Safaris Namibia, playing a vital part in driving service delivery, training and staff welfare in this region.

As the only qualified HR practitioner in the company at the time, Alexandra played an instrumental role in formulating all of the company's HR policies, procedures and processes, and ensuring their strategic implementation across the Group. Alexandra made sure that HR was placed high on the EXCO's agenda, to ensure that Wilderness Safaris' most important assets – its people – were not only well looked after, but also trained and grown to achieve their full potential, and more.

In addition to talent management and people development across the Group, Alexandra set up the Wilderness Safaris Business School in 2011, with the first intake of 29 participants starting in November 2011. This created a powerful forum for the company's leaders and management staff to gain a holistic understanding of the business, learn new leadership and business skills, and encourage change management to grow the business. The Wilderness Training team now assists with all skills development within the company.

Alexandra has an MBA from the University of Warwick in the UK, and an Honours degree in Industrial Psychology from UNISA. She is a qualified Executive Coach through the Academy of Executive Coaching in the UK. She spent six years consulting to KPMG and various private clients before joining Wilderness Safaris.

Passionate about travelling, Alexandra likes to spend time exploring new destinations. When she is not out on an adventure, she likes to keep active and spend time with her family and friends.

Alexandra is highly motivated to begin her new chapter at Wilderness and notes, “I love being a part of this dynamic company, where our whole ethos revolves around positively impacting people and wildlife. I know that with my experience, I can continue to make a difference and move the business forwards, while retaining Wilderness’ renowned standards of operation and service delivery”.

About Wilderness Safaris:

Wilderness Safaris, Africa’s largest hospitality and conservation company, operates in seven countries and across more than 40 exceptional camps and lodges. Located in some of the continent’s most remote, pristine and game-rich wilderness areas, the company offers unforgettable and exclusive adventures that help preserve biodiversity, conserve wildlife and uplift local communities. Wilderness Safaris believes in creating impactful journeys, which it has been doing for some four decades. The company’s purpose today is stronger than ever, in its dedication to conserving and restoring Africa’s wilderness and wildlife.



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