



FRANCIS ANTROBUS

Wilderness Chief Technology and Strategy Officer

Francis joined Wilderness Safaris in 2011 as Wilderness Safaris Chief Technology Officer, and although this was his first stint in tourism, he has never looked back. In his current position, Francis plays a vital role in Group strategy and technology developments. He also chairs the Wilderness Travel Shop Advisory Board.

After studying Electro-Mechanical Engineering at the University of Cape Town (UCT), Francis took a year off to perfect his construction skills, building a house for a friend's father. He also enjoyed an epic nine-month overland trip from Cape Town to Ethiopia and back, before beginning his formal career at Arthur Andersen in the Business Consulting Division. He was part of the team that implemented ERP (enterprise resource planning) systems for clients.

Francis then moved to Deloitte Consulting in 2000, where he played a similar role before moving to NamTech (part of Nampak) as Head of Systems. While at NamTech, he moved to Tanzania for two years as the General Manager of its East African branch. On his return to South Africa in 2005, he completed his MBA at the University of the Witwatersrand while consulting to the telecommunications industry through a company called Rethink.

Next he worked for Liberty Life and later Liberty Health (its Africa division, administering medical aids in nine different countries) before joining Wilderness Safaris in May 2011.

"I love what Wilderness stands for and that it is possible to work for a company that fundamentally believes in doing good! I enjoy working with technology and seeing how companies can achieve their goals more efficiently. From a work perspective, I appreciate data-mining the most, looking for insights and trends. It is an honour to work for Wilderness and I know we will have 'won' when more of the world's wild areas are conserved", he says.

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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