



*Johan (Blacky) Swart, born in Cape Town 1964, Matriculated at Menlo Park High School in 1982. Johan, played rugby for S A Police, Stellenbosch University Teams 1985/86 and for Paris University Club, in Paris, France in 1987. After a severe knee- injury, he started playing active professional golf and became a Touring Professional Golfer and member of the Professional Golfers Association of SA in 1989. He played and entered into 18 Professional Tournaments and became one of the youngest Tournament Director's at the age*

*of 25 at the end of 1989. He started and administrated the South African PGA Senior Tour and organised 31 PGA Senior Tour events from 1990 - 1992. He represented the PGA in 8 major events (Sunshine and Winter-tour events) as Assistant Tournament and Tournament Director. During his time at the PGA he became spokesperson for SA Golf Forum that was affiliated to the NOSC (National Olympic Sports Committee). In 1992 he was invited as guest by the European Professional Golfers Association to attend the British Open at Muirfield and the British Senior Open at Royal Lytham and St. Ann's as golf tournament co - ordinator. He also arranged and organised 47 major amateur corporate golf days in his career.*

*He became Managing Member for Lubri-oil Pretoria CC from 1993 - 1995 and marketed specialised oil and grease products to the industries in the old Transvaal Province. Because of his success in this field he was appointed Marketing Director for Lubri-oil SA (Pty) Ltd in 1996.*

*Johan sold his shares and joined Tech Pulse Manufacturing (Pty) Ltd in 1997 as Group Marketing Manager. This company manufactured and marketed the well-known " APS Therapy Device ". During his time of service the company was awarded numerous awards such as:*

*" SA Company of the year 1997 "*

*" Best Medical Invention - Geneve, Switzerland 1998 "*

*The company listed on the JSE in April 1999 as APS Technologies (Pty) Ltd. Johan represented the company with their International Marketing strategies in England, Ireland, Scotland, Switzerland and Germany. He*

*also presented a few lectures at the University of Pretoria on product marketing, branding and strategies.*

*He was appointed as Chief Executive Officer for ABC of Golf International Promotions (Pty) Ltd in October 2000 and was also appointed CEO for ABC Online (Pty) Ltd in March 2003. He sold his shares and started his own Marketing & TV Production Company, Protecta (Pty)*

*Blacky currently finds himself as the Marketing Specialist for Caveat Hedge Portfolio Management.*