



Tracy Cherrington

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Tracy's Credentials:

Tracy is an experienced leader and entrepreneur with over 20 years in the FMCG sector, encompassing roles in retail, food production, procurement, and supply chain management. As the former Managing Director of Leo Foods, a commercial bakery specializing in confectionery for retail and hospitality clients, Tracy was tasked with leading a major turnaround. She led the company from a loss-making operation into a profitable enterprise, driving 70% revenue growth in just three years.

This was achieved by setting a clear direction for the company and transforming the operations to support the direction, with a specific focus on financial discipline, food safety, inventory management and production efficiency.

Tracy spearheaded LEAN management initiatives, which earned the business national recognition with a second-place award for best LEAN implementation in South Africa, through ProductivitySA. Her leadership not only strengthened existing client relationships (especially with Vida e Caffè) but also attracted major new business with Babylonstoren, Mr Price Home, and PnP Private Label.

Before her role at Leo Foods, Tracy was the National Sales Manager at HL Hall & Sons, one of the largest exporters of Avocados in SA, managing the national sales of the subtropical fruit lines. Tracy also spent 8 years within The Spar Group, where she rose to the position of National Procurement Manager responsible for building out their Freshline brand and growing their fruit and flower category.

About Tracy:

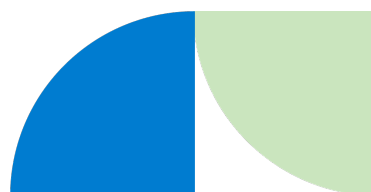
Tracy is a passionate entrepreneur driven by a desire to add real, tangible value to the businesses she collaborates with. Her curiosity and energetic, pragmatic approach makes her both encouraging and rewarding to work with. With a steadfast "never give up" attitude, Tracy thrives on pushing boundaries and tackling challenges in innovative ways.

Tracy has a well-rounded education, which includes a Postgraduate Diploma in Business Management from Wits Business School and a BSc degree in Food Science and Biochemistry from Stellenbosch University.

How Tracy can help your business:

Tracy has firsthand experience of what many of her clients are going through - understanding the demands of balancing day-to-day operations with long-term strategic growth and direction, and leading the team to get there. She brings a wealth of knowledge across a wide spectrum of business functions, from technical and operational roles to leadership and strategy development.

As a Grow Business Coach, Tracy focuses on helping business leaders work **on** their businesses, not just **in** them. She will assist you in clarifying your business objectives, developing structured, actionable plans and ensuring that strategic goals are met – one step at a time.





Build your business with
clarity and confidence.



Contact us

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