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Greg Boule

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Full Name: Gregory Michael Boule

Position: CEO of Bravo Group

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Main Activity of the Company: Bravo Group is the largest manufacturer of lounge furniture and sleep products in South Africa

Date and Place of Birth: Durban, February 14, 1956

Education: BCom, diploma in accountancy, diploma in taxation, CA (SA)

First Job: Articled clerk

Career History Prior to Current Position: Partner in audit firm Blake, Burgess & Boule; finance executive at Techniboard; finance executive of divisions of Afcot; divisional CFO of the furniture manufacturing division of Steinhoff Africa; CFO of Bravo Group; and CEO Bravo Group

Size of First Pay Packet: R100 a month



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First Job with Present Group: Divisional finance executive

Value of Assets under Your Control: R2-billion

Number of People under Your Leadership: 4 000

Management Style: Open-door policy, leading by example

Personal Best Achievement: Completing seven Comrades marathons

Professional Best Achievement: Qualifying as a chartered accountant

Person Who Has Had the Biggest Influence on Your Life: My father

Person Who Has Had the Biggest Influence on Your Career: My father

Person You Would Most Like to Meet: Robin Sharma

Businessperson Who Has Impressed You Most: Johan Roodt (corporate attorney)

Philosophy of Life: Never take anything for granted

Biggest Ever Opportunity: Leading the largest furniture manufacturing company in Africa

Hope for the Future: That South Africans pull together to lift the local economy

Favourite Reading: Legacy – What the All Blacks can teach us about the business of life, by James Kerr

Favourite TV Programme: SuperSport

Favourite Food/Drink: Steak/beer

Favourite Music: Anything from the 1980s

Favourite Sport: Rugby

Favourite Website: Moneyweb and Engineering News

Hobbies: Reading

Car: Toyota FJ Cruiser

Pets: Two small dogs

Favourite Other South African Company: Steinhoff

Favourite Foreign Company: Leggett & Platt



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Married: To Cheryl, since March 6, 1999

Children: Sarah, 33; Kate, 31; Micaela, 15; Joshua, 13

Clubs: Not stated 

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