Contact

www.linkedin.com/in/matthew-croudace-ca-sa-a518a013 (LinkedIn)

Top Skills

Financial management
Business Strategy
Strategic Planning

Languages

English

Certifications

Chartered Accountant (South Africa)

Matthew Croudace CA (SA)

Founder & CFO at Abstinence | Building a global brand in the fast-growing nonalcoholic spirits category | CA(SA)
Cape Town, Western Cape, South Africa

Summary

Experienced entrepreneur and CA(SA) with a strong financial and international background - and a track record of turning strategy into results. I am Founder & CFO of Abstinence Spirits, a premium alcohol-free spirits brand scaling across the USA and Europe, with a home base in South Africa. Before backing and building Abstinence Spirits, I spent over a decade in the listed corporate environment gaining valuable experience in international financial structuring. I bring a rare mix to a growth business: a financial operator's discipline, real international experience, and a founder's skin in the game. Always open to connecting with investors and partners in the alcohol-free space.

Experience

Abstinence Spirits
Founder & Chief Financial Officer
June 2021 - Present (5 years 5 months)
Cape Town, Western Cape, South Africa

Founder and CFO of Abstinence Spirits, a premium alcohol-free spirits brand built on botanicals native to South Africa's Cape Floral Kingdom, now scaling across the USA, UK and Europe.

Curated Beverages is the group holding company behind Abstinence Spirits. As founder and board member, I lead group strategy, corporate structure and capital raising, and oversee the financial management of the group's international entities.

Curated Beverages
Founder and Board member (CFO)
June 2021 - Present (5 years 5 months)
Cape Town, Western Cape, South Africa

Curated Beverages is the group holding company behind Abstinence Spirits. As founder and board member, I lead group strategy, corporate structure

and capital raising, and oversee the financial management of the group's international entities.

Pivot Financial Partners
Founder
January 2022 - Present (4 years 10 months)
Cape Town, Western Cape, South Africa

Advisory and finance-leadership engagements with growth-stage businesses.

Link International KL
Business Development / Financial Manager
January 2012 - May 2021 (9 years 5 months)
City of Cape Town, Western Cape, South Africa

Drove finance and business development for an international sourcing business - part of a South African listed group - trading construction materials from China into markets across Asia, Africa, South America and beyond. Built deep experience in cross-border trade, USD treasury and international corporate structuring.

Santova Limited
Group Financial Manager
May 2006 - October 2011 (5 years 6 months)
Durban, KwaZulu-Natal, South Africa

Group finance role at a JSE-listed international trade and logistics group. Worked alongside the Group Financial Director on investor reporting, audit and risk committee presentations, technical accounting for acquisitions, and group consolidation across a multinational footprint spanning Africa, Europe, Asia and Australia.

Croudace and Company
Part time assistant
May 2005 - February 2006 (10 months)
Durban

BDO Spencer Steward (Cape Town)
Article clerk
January 2004 - April 2005 (1 year 4 months)
City of Cape Town, Western Cape, South Africa

Education

SAICA (South African Institute of Charted Accountants)

CA (SA) · (2006 - 2008)

University of KwaZulu-Natal

Diploma in Accounting (Honours), financial accounting, management accounting, auditing, taxation · (2004 - 2005)

University of Cape Town

B.Bus.Sc (Finance), finance, financial accounting, management acccounting, auditing, taxation · (1999 - 2003)

Kearsney College

Matric (IEB), Mathematics, English, Afrikaans, Accounting, Science, Geography, Advanced Mathematics · (1995 - 1998)