Contact

www.linkedin.com/in/keith-stevens (LinkedIn)

Top Skills

Marketing Strategy
Brand Management
Strategy

Languages

French (Limited Working)
German (Limited Working)

Honors-Awards

Product of the year

Keith Stevens

Chief Executive Officer at Abstinence Spirits
City of Cape Town, Western Cape, South Africa

Summary

A dynamic and highly successful CEO/MD & Chief Marketing Officer with a career spanning 30 years working for world class companies and more recently Co-Founder and Investor in 2 award winning beverage companies. Deep knowledge of the global Food & Beverage Categories having worked in +30 markets. Core expertise in business strategy, marketing strategy, brand strategy, innovation and leadership. Acknowledged leader, Executive and Business coach and mentor.Proven track record in growing profits, developing strategy, delivering on committed plans, growing brands & people. A successful entrepreneur, brand creator and brand builderMy Specialties include but are not limited to:LeadershipVision developmentStrategy development Coaching Mentoring AdvisoryMarketing StrategyBrand ManagementTrade MarketingChannel Strategy Social mediaInnovationCapability BuildingPortfolio StrategyPositioningFacilitation

Experience

Abstinence Spirits

6 years 8 months

President

May 2026 - Present (6 months)
South Africa

Responsible for strategy development

Chief Executive Officer

March 2020 - Present (6 years 8 months)
City of Cape Town, Western Cape, South Africa

Overall strategic and operational leadership of the global business

fractional CEO

Co-Founder

February 2023 - Present (3 years 9 months)
South Africa

It's a way for businesses to get hold of CEO talent without it costing a fortune.

CoachMatching
Executive & Business Coach
January 2020 - Present (6 years 10 months)

Il consigliere
Founder & CEO of il consigliere. Executive & Business Coaching & Mentoring
February 2014 - Present (12 years 9 months)
Cape Town, Western Cape, South Africa

"il consigliere" means "the advisor". "il consigliere" focusses on Executive and Business coaching, talent development, mentoring, thinking partnership & advisory for business. World class facilitation.

the Brandgym
Associate
2013 - Present (13 years)
South Africa

The Brandgym is a premier global marketing strategy consulting company based out of London. My Clients include: SAB, Standard Bank, MMI,J&J

Curated Beverages
Chief Executive Officer
June 2020 - June 2026 (6 years 1 month)
United Kingdom

Curated Beverages is a Cape Town based start-up Beverage company with an international footprint. We have developed ABSTINENCE Spirits, Aperitifs, Aperitivos and RTD's - a leading and award winning non-alcoholic drinks brand for all key occasions. Headquartered in USA, sold in 13 countries and counting. Our purpose is to change the way people drink and to recalibrate the world's relationship with alcohol by giving them sophisticated, premium alternatives to either abstain completely or moderate intake and live a life of better balance. We are all at our best when we are in balance. Our ethos – Restore Balance –is at the heart of this. Additionally, we are helping restore balance to the beautiful Cape Floral Kingdom of Cape Town in South Africa, where we sensitively and sustainably source our hero botanicals and ingredients. The Cape Floral Kingdom is the smallest and most diverse of the UNESCO declared Floral Kingdoms around the world, yet most under threat . As a member of 1% for the Planet, we contribute 1% of our annual sales to environmental causes.

PURA Beverage Co

Co-Founder & Chief Marketing Officer

January 2015 - May 2020 (5 years 5 months)

City of Cape Town, Western Cape, South Africa

At Pura Beverage Company, my role focussed on growth and brand development

Key focus areas included:

-The Pura Soda Brand Strategy

-The overarching Marketing Strategy & Plan-including social media, events, activations, PR, annual brand plans, campaigns

-The Innovation Pipeline, not limited to Sodas

-Channel Strategy & trade marketing

-Team leadership & development

-Geographic Strategy for international expansion

-Identifying New Growth Opportunities, eg, Mixers

-The Management of Internal Communications

-Senior Member of the Leadership Team

-Business builder from 2 Employees to 25 employees with extensive functional involvement across Sales, Finance, HR,Manufacturing, Logistics

OgilvyRED, global strategy consulting

CEO

December 2014 - December 2016 (2 years 1 month)

City of Cape Town, Western Cape, South Africa

CEO of OgilvyRED. RED is the global strategy consulting arm of Ogilvy. I have successfully launched RED in Africa consulting to Clients in varied industries- Beverages, Financial Services and Auto. Focus areas have been in business strategy development,brand strategy and brand positioning

Added Value

Managing Director

2006 - January 2014 (8 years)

WPP's premier global marketing strategy consultancy

Masterfoods

Managing Director, Snackfoods, South Africa

January 2005 - December 2005 (1 year)

Global confectionery business

Kettle Foods

Marketing Director-UK
2001 - 2004 (3 years)

Global savoury snacks business

Forte Hotels
Marketing Director
2000 - 2001 (1 year)

UK's leading hotel group

Masterfoods
Various-Senior Marketing and Business Development roles
1989 - 1999 (10 years)

Global confectionery business

United Biscuits
Various-Sales, National Accounts, International
1983 - 1988 (5 years)

UK's leading biscuit and snack company

Education

University of Southampton
Bachelor of Science (BSc), Psychology · (1979 - 1982)