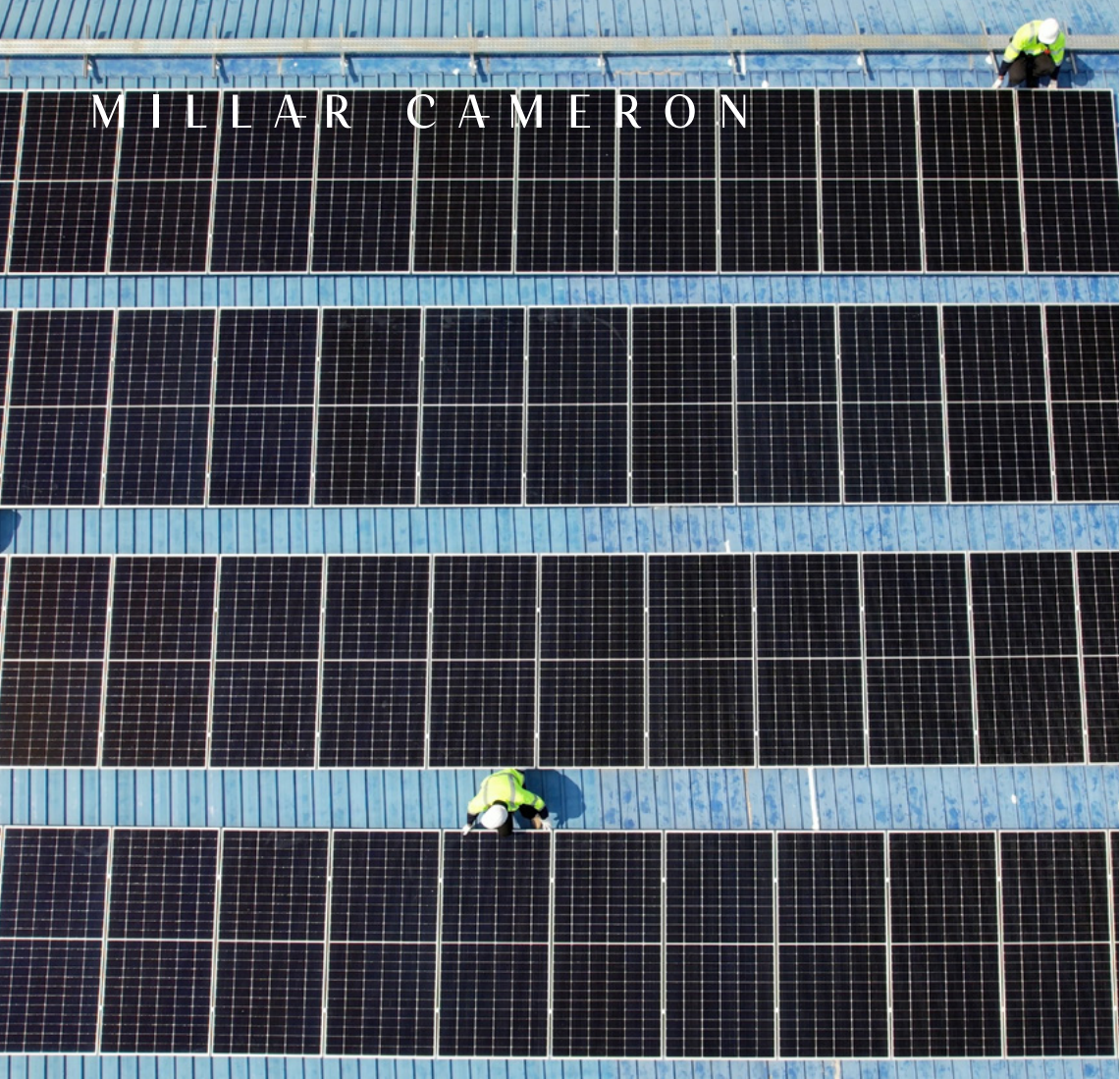


MILLAR CAMERON

Chief Commercial
Officer
Terra Firma





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About *Terra Firma*

Terra Firma is a leading and innovative force in the renewable energy sector, passionately committed to providing technology-driven clean energy solutions to Commercial & Industrial (C&I) customers in Southern Africa. Since its establishment in 2012, the company has embraced a holistic, end-to-end approach to serving its customers' diverse energy needs, driven by the belief that "better lives need better energy."

The business' vision is to maintain their position as the dominating force in C&I solar development, EPC (Engineering, Procurement, and Construction) and renewable energy asset ownership in the region. Terra Firma distinguishes itself through its comprehensive service offerings, strong in-house engineering capabilities and financial backing. Its culture is young and dynamic, with a team that values accountability, collaboration, and solution-oriented approaches.

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Terra Firma's Proven Track Record & Footprint

Terra Firma has delivered significant projects in Ghana, Malawi, Namibia, and Zimbabwe. However, its primary focus is South Africa, where it operates from offices in Johannesburg and Cape Town.

Key achievements include:

- Over 600 completed projects
- More than 350MW of solar systems and 20MWh of BESS systems installed
- ZAR500m of capital deployed
- Over 50MW in PPA projects
- 12,000 smart energy meters under management

Terra Firma's Core Services

Terra Firma provides a full suite of services designed to deliver optimal energy solutions, with a strong focus on smarter energy solutions such as PV and energy storage and targeted wheeled energy solutions in the behind-the-meter segment:

- **Solar PV & Storage:** Specializing in EPC services for solar PV and battery energy storage systems (BESS). Terra Firma also offers flexible Finance/Own/Operate models (Power Purchase Agreements - PPA/BOO) with contract periods of 10-25 years.
- **Operations & Maintenance (O&M):** Their in-house solar asset monitoring platform and comprehensive O&M services, including routine cleaning, inspections, and preventative maintenance, ensure optimal performance and financial returns throughout the lifespan of projects.

- **Metering & Utilities Solutions:** Leveraging smart metering and proprietary software platforms, Terra Firma provides real-time visibility, data analysis, and optimization to help businesses manage and reduce their energy and water consumption.

Terra Firma's Team & Shareholders

Terra Firma employs a passionate team of 320 professionals and has real depth of in-house engineering, project and construction management capability as well as financing, technical, and health and safety expertise, all dedicated to successful project delivery. The business also benefits from the knowledge and financial backing of two high quality shareholders:

- **A.P. Moller Capital:** A fund management company with approximately USD2 billion in assets under management, focusing on investments that combine attractive risk-adjusted returns with positive social impact.
- **Reunert Ltd:** A JSE-listed industrial group with a market capitalization of circa ZAR13 billion, known for its activities in the electrical engineering, ICT, and applied electronics segments.

The Role

As part of the Executive Leadership Team, the CCO will be responsible for leading Terra Firma's overall commercial strategy, with a strong emphasis on strategic projects and commercial innovation. They will drive the successful execution of strategic and operational objectives through robust commercial and business development, generating and managing both EPC and PPA (BOO) sales opportunities, ensuring they meet specific investment and risk criteria.

The CCO will also bridge the gap between technical and commercial functions to ensure seamless alignment of business development and technical teams with sales objectives and strategic growth plans. They will have regular engagement with the Board and will represent Terra Firma externally with clients, financing partners, regulatory authorities, and other stakeholders.

Furthermore, they will lead, guide and foster a collaborative and engaging environment within the commercial and business development teams.

Key Responsibilities & Duties

- Lead Terra Firma's overall commercial strategy, with a strong focus on strategic projects, innovation, and BESS. Drive revenue growth by managing and growing the company's pipeline from origination to Financial Close, ensuring robust deal flow.
- Develop and execute comprehensive sales and marketing strategies, including go-to-market plans for new offerings and industries. Build and manage the company's sales funnel and pipeline to consistently meet sales targets.
- Co-develop and lead the execution of regional sales/marketing strategies, fostering partnerships and external relationships.
- Manage key resources including Head of BD, Account Managers, BD Engineers, and internal legal/finance teams, working with them to integrate and achieve KPIs.
- Lead and manage external financial partner relationships (debt and equity), collaborating with the CFO to ensure project bankability, review project performance and achieve margins.
- Forecast, report, and manage business development activities and processes across the region.
- Direct project activities to achieve operational, financial, and strategic objectives. Develop and maintain integrated financial models and review project performance to achieve margin, operational excellence and quality goals.
- Proactively anticipate and react to major market conditions and changes, providing key input to the CEO. Actively contribute strategic leadership and commercial insight at Board meetings.
- Inspire, motivate and develop employees to ensure they achieve KPIs and fulfil their personal aspirations and potential. Create a transparent, positive, and collaborative working environment aligned to company values.

Skills and Experience

The CCO will be of demonstrably high calibre with the ability to integrate effectively with a young and dynamic team. They will bring strong commercial knowledge and a detailed understanding of the South African renewable energy sector, its technologies, regulatory environment, and emergent themes. They will be able to drive sales growth through innovative and compelling business development strategies and through inspirational leadership of the Business Development function. Candidates will bring the gravitas to engage effectively with senior level customers and with the Terra Firma Board.

Specific skills, experience, and qualifications will include:

- A minimum of 5-8 years of experience within the renewable energy market in sub-Saharan Africa and 10-12 years of senior management experience in a relevant field.
- Proven renewable energy technologies knowledge and specifically exposure to BESS and energy storage commercialisation, large-scale solar PV project development, and project financing.
- Demonstrable track record in sales and business development, ideally within the large-scale C&I sector. Relevant sales experience and/or relationships within energy intensive users such as those in the mining, steel or the data centre sectors would be of particular interest.
- Excellent commercial acumen, creative and innovative deal-making skills and sound financial and commercial understanding, including experience in raising debt for renewable energy projects.
- Proven leadership and team management experience, with a collaborative, engaging and motivational style. A natural networker who inspires confidence.
- Strategic thinker and analytical problem solver with a solutions mindset.
- Demonstrable senior-level credibility and confidence with the ability to engage and influence executive level customers and the Terra Firma Board. Compelling oral and written communicator with an eye for detail.
- A relevant first degree, and ideally, an MBA or other relevant post-graduate qualification. Candidates will be highly numerate, comfortable working with financial models and structuring complex financial deals.

Additional Information

Position Details

Title: Chief Commercial Officer (CCO)

Reporting to: Chief Executive Officer

Location: Cape Town (preferably) or Johannesburg

Travel: Regular travel in South Africa and internationally on occasions

Compensation Package

Attractive market rate basic salary and benefits

Short-Term Incentive (STI) performance related bonus

Long-Term Incentive Plan (LTIP) to reward long-term value creation

The Opportunity

The CCO role provides the opportunity to join the leadership team of a successful, established and well backed developer of behind the meter energy solutions operating in a dynamic and growing South African market. It represents the chance to shape the future of a business which, through its shareholders and partners, has excellent access to capital and flexible financing options. In the medium term, the CCO will also benefit financially through longer-term equity growth.

In the shorter term, there is the opportunity to lead an established and highly capable commercial function within a business with an impressive base of blue-chip customers and a proven track record of delivery using in-house engineering and construction resources.

The CCO will play a vital role in driving the commercial innovation that will further build on Terra Firma's already established position as a leading C&I business. Their contribution will position the business for accelerated sustainable growth and future success.

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How to Apply

Please send your CV and contact details to Tim Beckh or Dolapo Sanya who will contact you to discuss your application in more detail.



Contact: Tim Beckh

Email: tim.beckh@millarcameron.com

Phone: +44 2038 000 310



Contact: Dolapo Sanya

Email: dolapo.sanya@millarcameron.com

Phone: +44 2038 000 302



M I L L A R C A M E R O N

Who are Millar Cameron?

Founded in 2007, Millar Cameron is an executive and professional search consultancy that focuses on Africa and other emerging markets.

Our goal is to provide client-centric, tailored executive search, recruitment and strategic advisory. Our international reach paired with local market knowledge enables us to provide our clients outstanding leaders who deliver consistent results, irrespective of geography.

We employ a rigorous research driven search process to identify the best fit for our clients, taking into account both hard and soft skill sets.

Our extensive experience yields a robust approach to market intelligence and a longstanding network of global relationships.



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PEOPLE . PASSION . PERSISTENCE

Oxford

London

Nairobi

Cape Town