

Sinti van den Berg

Sinti van den Berg currently leads the Solutions & Pricing function for DSV Distribution. In her role she is responsible for creating visibility over costs, revenue drivers, cost saving opportunities and expansion strategies through the analysis of current market and data trends, innovative thinking and applying Industrial Engineering mechanisms to optimize the current fleet and supply chain network while applying trending technologies like IoT, machine learning and big data processing.

She started her career in her parents' bakery shop at the age of 10, building a solid sales and people engagement foundation. She spent 4 years as a call centre operator at the University of Pretoria while studying for her bachelor's degree in Industrial Engineering, after which she grew her career in the logistics and supply chain environment, with specific focus on financial and operational improvements.

She has also completed her Honours degree in Technology Management. She has designed last mile supply chains for major South African companies like BMW, Volkswagen, John Deere, Daikin, Hyundai, MAN truck and Bus, Mercedes Benz and more recently in the e-commerce market for Avon, Amway, On the Dot and Woolworths. She has also built a workflow system for Sanlam Employee Benefits

