



Julian Joubert

Multi Disciplinary Technical Director,
Engineering, HVAC,
Regulated Agriculture & Industrial Projects

CORE SUMMARY

Multi disciplinary Technical Director and Project Leader with 15+ years of hands on and executive experience across HVAC engineering, electrical systems, industrial project delivery, regulated agriculture, aquaculture, and GACP/GMP compliant medical cannabis operations. Proven ability to design, build, commission, license, and operate complex commercial facilities, integrating mechanical, electrical, environmental, and biological systems into scalable and profitable operations.

Founder and senior consultant with deep expertise in technical design and drafting, turnkey project management, COS and profitability modelling, SLA and QA systems, regulatory compliance, and international equipment sourcing. Recognised for rapid mastery of new industries, disciplined execution, and translating complex technical requirements into real world, compliant, and high performance facilities.

CORE VALUE PROPOSITION

- End to end delivery: Concept → Design → Budget → Build → Commission → Operate
- Rare blend of engineering + biology + compliance + commercial strategy
- Trusted to lead high capital, high risk, regulated projects
- Strong communicator between technical teams, regulators, suppliers, and investors

EXPERIENCE

HVAC CERTIFICATION & APPRENTICESHIP

2012 – 2014

- Completed HVAC certification covering residential refrigeration, commercial refrigeration, air-conditioning, and full electrical wiring.
- Completed apprenticeship at BroadSpec Airconditioning as an HVAC Technician, gaining hands-on installation, maintenance, and fault-finding experience.

HVAC TECHNICIAN, INTERNAL SALES & SALES MANAGER

2013 – 2016

BroadSpec Air-Conditioning (Pty)Ltd

- Progressed from HVAC Technician into internal sales and sales management.
- Combined technical expertise with client-facing sales, quotations, and solution design.
- Built strong commercial understanding of HVAC project pricing and customer needs.

CUSTOMER SERVICE & SPORTS REFEREE (PART-TIME)

2016 – 2019

Bounce Inc SA

- Delivered high-quality customer service in a fast-paced environment.
- Served as a trampoline sports referee, ensuring safety, compliance, and operational standards.

FOUNDER & TECHNICAL DIRECTOR

2017 – Present

ProAir Engineering (Pty)Ltd

- Designed, installed, and commissioned large-scale HVAC systems, including cold rooms, rooftop package units, plant rooms, water-cooled systems, and VRV/VRF installations.
- Delivered turnkey HVAC and electrical projects, including automation integration and COC issuance.
- Produced professional technical drawings, system designs, and as-built documentation.
- Managed service level agreements (SLAs), preventative maintenance programs, and technical consulting.
- Imported and integrated industrial-scale HVAC equipment for commercial, agricultural, and industrial facilities.

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LANGUAGE

English
Afrikaans

DATE OF BIRTH

1994-09-16

EXPERIENCE

FOUNDER & MARKETING DIRECTOR

2019 – 2025

Genesis Marketing & Business Development (Pty)Ltd

- Delivered graphic design, branding, and website development, including system integrations.
- Assisted startups with basic company registrations, structuring, and go-to-market setup.
- Created and applied custom scenic artwork and murals for production sets, including television productions such as Big Brother & Pepper Studios using painting and other methods.
- Supported technical and industrial companies with professional digital presence.

FOUNDER & DIRECTOR

2021 – 2023

Khaki Culture (Pty)Ltd

- Developed and manufactured organic composts and fertilisers.
- Expanded expertise in botany, soil science, and biological systems.
- Applied biological knowledge to regulated agriculture and cultivation environments.

OPERATIONS, SYSTEMS DEVELOPMENT & SALES

2022 – 2024

Tilapia SA (Pty)Ltd

- Consulted, assisted in the design and development of commercial aquaculture breeding and filtration systems.
- Supported operational optimisation and managed sales for Tilapia and Catfish production.

TECHNICAL CONSULTANT

2023

H-Tech Projects (Pty)Ltd

- Project-managed a large material-handling and conveyor system project.
- Coordinated engineering design, procurement, and execution phases.

CO-FOUNDER & CEO

2023 – Present

Bloom Cultivation (Pty)Ltd

- Co-founded a licensed medical cannabis cultivation and processing operation targeting export markets.
- Designed and constructed commercial-scale greenhouses, including electrical systems, cooling, automation, and environmental control.
- Led GACP & GMP compliance, QA validation, licensing documentation, and regulatory readiness.
- Developed professional budgets, COS models, and profitability projections.
- Drafted SLAs, validation protocols, and operational procedures.
- Consulted across botany, HVAC, and environmental control systems to achieve pharmaceutical-grade output.

ONGOING TECHNICAL CONSULTING

2017 – Present

HVAC for Industrial and Agricultural Projects

- Continued consulting on HVAC system design, optimisation, and compliance for commercial and industrial clients.

EDUCATION & CERTIFICATIONS



HVAC Certification – Residential & Commercial Refrigeration and Air-Conditioning (Including Electrical Wiring)

2012 – 2013

SKILLS MATRIX



Digital & Analytical Tools

- AI-Assisted Research & Technical Analysis – Advanced (use of large language models for sourcing, synthesis, documentation, cost modelling, compliance validation, and decision support across engineering, regulated agriculture, and industrial projects)



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SKILLS MATRIX

Engineering & Technical

- HVAC Systems (Residential, Commercial & Industrial) – Expert
- Electrical Wiring & Compliance (COC) – Expert
- Cold Rooms & Controlled Environments – Expert
- VRV / VRF & Water-Cooled Systems – Advanced
- Technical Drafting & System Design – Advanced
- Automation & Environmental Control – Advanced

Project & Operations Management

- Turnkey Project Delivery – Expert
- Budgeting, COS & Profit Modelling – Expert
- SLA Development & Management – Advanced
- Procurement & Equipment Importation – Advanced
- Risk & Compliance Management – Advanced

Regulated Agriculture & Biology

- GACP & GMP Compliance – Advanced
- Medical Cannabis Cultivation & Processing – Advanced
- Greenhouse Design & Automation – Advanced
- Botany & Soil Science – Advanced
- Aquaculture Systems – Intermediate

Commercial & Strategic

- Sales Strategy & Client Management – Advanced
- Stakeholder & Regulatory Engagement – Advanced
- Business Setup & Scaling – Advanced
- Consulting & Technical Advisory – Expert

Digital & Creative

- Web Development & Integration – Intermediate
- Graphic Design & Branding – Intermediate
- Technical Drawing & Drafting Software – Advanced

Software, Tools & Licences

- Microsoft Word – Advanced (professional documentation, SOPs, compliance files)
- Microsoft Excel – Intermediate–Advanced (COS & profitability models, formulas, structured spreadsheets, basic Excel programming)
- Graphic Design Software – Intermediate
- Forklift Operator Licence

PROFESSIONAL ATTRIBUTES

- Rapid learner with proven cross-industry adaptability
- Highly analytical, systems-driven problem solver
- Professional, compliant, and detail-oriented
- Strong leadership in complex, regulated environments

REFERENCES

- **BroadSpec Air-Conditioning (Pty)Ltd** - Charleen Holtzhausen - 076 237 6876.
- **Bounce Inc SA** - Jeff - 076 646 4578.
- **ProAir Engineering (Pty)Ltd** - List of clients to be provided upon request.
- **Genesis MBD (Pty)Ltd** - Wian Mayburgh - 064 536 3323.
- **Tilpaia SA (Pty)Ltd** - Andre Cloete - 082 909 9694.
- **Khaki Culture (Pty)Ltd** - Steven Engelbrecht - 081 398 2499.
- **H-Tech Projects (Pty)Ltd** - Riaan Holtzhausen - 083 382 2847.
- **Bloom Cultivation (pty)Ltd** - Lourie Campher - 079 873 0949.



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