



François Baird is an Africa expert, leader, trusted advisor and entrepreneur. He consults to governments, international institutions, and companies internationally on public affairs, issue and crisis management, community creation, communication strategy, reputation risk assessment and management, and market entry strategies. He has worked in a range of sectors including energy, development, health, financial services, ICT, agriculture, mining, consumer goods and education.

François started his career on the gold mines, attained a degree in international politics and political science at the University of Pretoria and served as a commissioned officer in the SA Air Force. He founded his own business in 1987, following various corporate management positions at Gold Fields of SA, Small Business Development Corporation, and Sappi, the South African multi-national forestry products company. He is emeritus Chairman of Africa, of Daniel J Edelman Inc and emeritus Board member of The Montpelier Foundation, where he served a term as Treasurer and Finance Committee Chairman.

François is founder and chairman of Baird's CMC Ltd, Baird's US LLC and Calbridge Investments (Pty) Ltd. He serves on the Board of the Presidential Precinct and is an advisor to its Young Africa Leaders Initiative (YALI) program. François is also the founder of the FairPlay anti-dumping trade movement, the Good Hope Wine Club in Washington DC and a Board member of Airborne Lifeline Foundation. Baird's CMC is an international communications management consultancy with partners across the world. He is Co-Chairman, Africa of Taylor Advisories, the boutique American M&A firm.