

Douglas Ryder

Douglas Ryder is the founder and team principal of Africa's only UCI WorldTour cycling team, Team Qhubeka. He is an inspirational keynote speaker on how to build a successful business around a purpose.

KEY TOPICS

- **Creating a Vision and Mission that Inspires People**
- **Driving Organisational Purpose**
- **Managing for Diversity & Inclusion**
- **Building a World-Class Team**

BIOGRAPHY

Douglas Ryder founded Team Qhubeka, Africa's only UCI WorldTour Cycling Team, where he also has the role of team principal (CEO & general manager). As a professional cyclist, he represented South Africa at the 1996 Olympics in Atlanta. He captained the national team from 1993 to 2002 and competed in multiple World Championships.

Having spent eleven years in the corporate environment, Doug reflects, "Working at different companies has taught me a great deal about running a business, managing people and driving for success, which I have instilled in my roles in professional cycling." Doug's determination to showcase African cycling at a global level inspired him to start, in 2007, Team MTN Microsoft, which evolved into Team Qhubeka. His dream was realised when the team competed in their first Tour de France in 2015 and won its first stage on Madiba Day, Nelson Mandela's birthday. The team competed in seven Tours de France and provided a platform for riders from Africa to compete at the highest level of cycling. Doug Ryder and Team Qhubeka have been acknowledged by institutions such as the World Economic Forum, the IOC and the UCI for their contributions in advancing African cycling and in racing for a greater purpose. The team also won the prestigious `*Beyond Sports Award'*, which acknowledged their impact in effecting meaningful change in the world through sport. Doug's passion to make a meaningful contribution to society has seen him partner with the Qhubeka Charity, which moves people in Africa forward with bicycles. Qhubeka has distributed over 100 000 bikes to communities in South Africa and neighbouring countries. Doug Ryder is also a Laureus Sport for Good ambassador and is currently based in the Netherlands.