



**RICUS GROENEWALD**  
**THE REGIONAL DIRECTOR OF ASSISTANCE – EUROPE, MIDDLE EAST & AFRICA (EMEA)**

**INTERNATIONAL SOS**

**Based in London**

Ricus Groenewald is responsible for the operational service delivery of assistance across the EMEA regional Assistance Centres, Paris, London, Dubai, Johannesburg, Moscow and Frankfurt. This includes working in collaboration with the medical and security specialists positioned alongside the operational and logistical teams delivering a comprehensive service to clients and members.

Additionally Ricus is part of the Corporate Assistance Department (CAD), an on-call team comprising International SOS' most senior operational and medical experts, responsible for complex escalations, managing risk and ensuring assistance is expedited to achieve good outcomes for our clients, their employees, and International SOS.

Ricus joined International SOS in 2000 in an operational role from the Emergency Medical Services in South Africa and having completed his national service in the South Africa National Defence Force as an operational medic. In his first 10 years Ricus contributed to the development of a sustainable operational platform in the Johannesburg Assistance Centre responsible for delivering assistance in Sub-Sahara Africa territory. During his time in Johannesburg Ricus was part of the team that established a dedicated fleet of Air Ambulances that brought specialized medical transportation to a region with poor medical infrastructure and several remote sites.

Ricus relocated to London in 2010 as Director of Assistance heading up operations in the International SOS London Assistance Centre, and more recently within the EMEA region. In these roles he has overseen some 67 000 assistance cases per year that includes medical evacuations, repatriations and security cases on average a year, and has played a lead role in coordinating International SOS' response to Arab Spring which saw the company providing multiple evacuations directed the company's response to a number of crises including Libya, Egypt, Sierra Leone and Liberia where we deployed an incident management team for boots on the ground and evacuated several 1000 people across several incidents.