



BIOGRAPHY:

Etienne (Edo) Heyns

Newly Appointed Chief Executive Officer, Groot Constantia

After more than 20 years in the wine industry in South Africa and internationally, Edo Heyns will join Groot Constantia as Chief Executive Officer on 19 October 2026. His career spans commercial strategy, sales and marketing, production, operations, wine tourism, hospitality and governance.

Heyns joins Groot Constantia from Allée Bleue Estate in Franschhoek, where he has served as CEO since March 2024, leading the estate's wine, hospitality, farming and herbs businesses and overseeing its broader commercial and operational direction. During his tenure, Heyns has driven local and international wine business development, including establishing a national distribution network in South Africa and securing new international distribution partnerships across markets. He has also overseen the development of Allée Bleue's hospitality offering and worked to strengthen its farming and herbs divisions.

Before joining Allée Bleue, Heyns spent seven years with Advini South Africa—the French owner of L'Avenir, Le Bonheur, Ken Forrester, Stellenbosch Vineyards and Kleine Zalze—as Strategic Development and Marketing Director, where he led sales, marketing and strategic development across a portfolio of South African wine estates. His experience included international business development, portfolio management, strategic planning, wine tourism, stakeholder relations and ESG initiatives.

Earlier in his career, Heyns held leadership roles with WineLand Media and VinPro, gaining experience across wine industry strategy, communications, innovation and sector development.

His industry experience is complemented by a strong academic background. Heyns holds a PhD in Business Management from Stellenbosch University Business School, an MBA cum laude and a BSc in Agriculture, specialising in Viticulture and Oenology. He also completed a postgraduate programme in Systems Thinking at MIT.

Since 2020, Heyns has been an Associate Faculty Member at the Franklin Hudson, International School of Management in Paris, where he lectures on entrepreneurship, innovation and wine business strategy and co-supervises MBA studies. He has also lectured at business schools in Europe, the United States and South Africa.

His work has received recognition through the Dr Morné Mostert Award for the best Futures-related PhD from Stellenbosch University Business School. He has also contributed to international wine industry discussions through research presentations and industry talks focused on the future of the wine business and family-owned wine estates. Heyns previously served as Chairman of the Franschhoek Vignerons and on the board of the Stellenbosch Wine Routes.