



Hank Cronje

Legal name: Hendrik Cronje

CONSTRUCTION PROJECT MANAGER

General contracting / Commercial and luxury residential

⊕ usa-construction.net
✉ hank@usa-construction.net
☎ (346) 492-9946
in linkedin.com/in/hank-cronje



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100+

PEOPLE SUPERVISED
Large crew leadership

3+

CONCURRENT PROJECTS
Planning across multiple sites

106,563

SQ FT RENOVATED
220-unit Project Hamilton

Construction project manager and business owner with 20 years of building and development experience in South Africa. Combines project planning, large-crew supervision, and hands-on trade coordination across commercial buildings, hospitality, major renovations, and luxury homes. Brings practical site problem-solving and experience managing several construction projects at once.

CONSTRUCTION EXPERTISE

Project planning and scheduling • Crew and trade supervision • Multiple-site coordination
Ground-up construction • Major renovations • Concrete and foundations • Electrical work

PROFESSIONAL EXPERIENCE

Smart Start Projects

2006-2026

Owner, Project Manager and General Contractor | South Africa

- **Directed construction operations**, combining project planning and site supervision with residential building, additions, concrete works, and electrical installations.
- **Managed the construction of eight luxury homes** for HBO Jones through completion in 2024, with a combined area of approximately 22,604 sq ft. Smart Start delivered all concrete and electrical work.
- **Coordinated in-house** electrical, plumbing, roofing, welding, painting, and HVAC personnel, working directly with the trades to solve construction problems on site.
- Delivered building additions for de Lange Attorneys and Flynn Trust; electrical work for new homes and the Klein Kaap boutique hotel; and electrical and construction subcontracting for a SANRAL roadworks contractor in 2026.

Project Achievers CC

2008-2019

Founder and Director | South Africa

- Led ground-up office, church, hospitality, luxury residential, and renovation projects. Technical scope included specialized raft foundations and the Albany Bread electrical upgrade contract.
- **Completed the 106,563 sq ft** Project Hamilton renovation of 220 residential units within schedule and received 220 tenant satisfaction letters.

ADDITIONAL LEADERSHIP

Enducore Logistics | Director | 2024-2026. Crane hire, container transport, and contractor storage services.

Independent ventures | Owner and Operator | 2019-2022. Built a game-meat processing facility, shifted to transport during COVID-19, expanded construction crane-truck capacity, and resumed residential development.

Silverton Construction | Director and Co-owner | 2010-2015. Developed four commercial units totaling approximately 11,302 sq ft and secured tenants for all four.

Project and leadership experience

SOUTH AFRICA / 2026-2015 / NEWEST TO OLDEST

SELECTED PROJECT AREAS

2024 • Eight luxury homes		22,604 sq ft
2011 • S&J office building		25,833 sq ft
2009 • Hamilton renovation		106,563 sq ft
2008 • Junction Church		26,910 sq ft

Approximate areas; home figure combines eight homes. Bars compare area, not project complexity.

2026

01

Roadworks construction subcontract

Smart Start Projects / SANRAL roadworks contractor

Carried out electrical and construction work as a subcontractor to a contractor delivering SANRAL roadworks.

2025

02

Crane, container and electrical operations

Enducore Logistics / Smart Start Projects

Expanded Enducore's fleet with another crane truck, added container transport and contractor storage rentals, and acquired a business property. Smart Start carried out electrical maintenance and solar work.

2023-2024

03

Eight luxury homes for HBO Jones

22,604 sq ft | Project manager and main contractor / 8 homes

Managed the development through completion in 2024. Smart Start Projects delivered all concrete and electrical work across the eight homes.

2022

04

Cape residential development and construction logistics

Property development / Equipment transport

Started developing a residential property in the Cape for resale while running logistics operations hauling equipment for construction-industry customers.

2021

05

Construction transport fleet expansion

Construction logistics / Crane trucks

Expanded the truck fleet with crane trucks serving construction customers and sold two additional rental properties at a profit.

2020

06

Transport diversification during COVID-19

Business continuity / Transport operations

Continued game-meat processing until March, then shifted to transport as pandemic travel restrictions prevented international hunting clients from entering South Africa.

2019

07

Game-meat processing facility and business transition

Facility construction / Business ownership

Built a wild-game meat-processing plant and launched a hunting-outfitting venture. Resigned as Project Achievers director and sold his shares, including the Helen Street holding.

2016-2018

08

Stanford guesthouse and restaurant

2 phases | Project Achievers / Hospitality construction

Won the 4,306 sq ft guesthouse in 2016 and 6,458 sq ft second phase in 2017; completed the restaurant and boutique guesthouse in 2018.

2015-2018

09

Helen Street commercial conversion

32,292 sq ft | Project Achievers / Existing building converted to 4 commercial spaces

Acquired the commercial building in 2015, developed it into four separate commercial spaces, and secured tenants by 2018.

Helen Street area refers to the existing building acquired and converted into commercial spaces.

Project and leadership experience

SOUTH AFRICA / 2014-2008 / NEWEST TO OLDEST

2014 10	Albany Bread electrical installation upgrade Project Achievers / Industrial electrical contract / Waltloo Won the electrical contract to upgrade installations at the Albany Bread facility in Waltloo.
2014 11	W Flynn second dwelling 1,615 sq ft Smart Start Projects / Residential construction Built a second dwelling for W Flynn, with an approximate floor area of 1,615 sq ft.
2014 12	Specialized raft foundations Multiple buildings Project Achievers / Concrete and foundations Delivered several specialized raft foundations for new buildings.
2012-2013 13	Saddle Brook custom homes 3 projects Project Achievers / Luxury residential construction and renovation Built the 7,535 sq ft Du Plessis residence, undertook the 5,382 sq ft Swart renovation, and completed the 4,306 sq ft Vercueil addition.
2012 14	Lerala bus station Project Achievers / Subcontractor to Moteo Group Secured the construction subcontract for Lerala bus station under Moteo Group.
2011 15	S&J Furnishers office building 25,833 sq ft Project Achievers / Main building contractor Won the tender and completed the new office building as main building contractor.
2011 16	Glowest industrial facility upgrade 11,302 sq ft Project Achievers / Industrial renovation Won the tender to upgrade the industrial facility, expanding the company into industrial construction.
2010 17	Silverton commercial development 11,302 sq ft Silverton Construction / 4 commercial units Developed four commercial units at 218 Dycor Street from start to finish and leased all four.
2009 18	Project Hamilton residential renovation 106,563 sq ft Project Achievers / 220 residential units Renovated 220 units within schedule and received 220 tenant satisfaction letters.
2008 19	Junction Church in Dainfern 26,910 sq ft Project Achievers / Main building contractor Won the tender and completed the church as main building contractor.
2008 20	Prosper AE office building 6,458 sq ft Project Achievers / Ground-up office construction Built and completed the new office block at 102 Willem Botha Street as main contractor.

HANDS-ON TECHNICAL RANGE

Concrete and foundations • Electrical • Plumbing • Roofing • Welding • Painting • HVAC

EDUCATION

University of Pretoria | South Africa

Three Years of Undergraduate Study in Marketing

All project areas are approximate.