

Ed Gutsche started investing on the JSE when he was 14 years old and was trading electronically on the London, New York and Hong Kong stock exchanges by the time he was 18. After leaving his work at Coca-Cola SABCO, where he was able to gain valuable corporate experience, he became the founder owner of Edge Financial Group. Ed started Edge whilst he was still 24 and the business has now been operating for 13 years and has 4 branches, with a 5th and 6th to be opened shortly. Edge is a fully independent financial services provider dealing in products from local and offshore investments and life insurance, medical aid, private banking, insurance and employee benefits. We also provide legal and fiduciary services through our partnership with McWilliams Attorneys.

As a member of the Institute of Directors and therefore a corporate governance expert, Ed has been the director of several businesses, one of them been Woodlands Dairy.

Ed's true passion though is SMME development and philanthropy. He has been and still is on the board of several top local and national trustees and proudly promotes and supports; Animal Welfare, SAMREC and The Landmark Foundation, not to mention Cheshire Homes and Missionvale. In fact, Ed believes in paying it forward and spreading the word of 'giving' to such an extent that part of the requirements of working at Edge is that each employee must adopt a charity. It is only through giving that you will ever be content.

Ed has a degree and post grad degree from NMMU, as well as a further post-grad business diploma from Rhodes and is happily engaged to his fiancé Taryn.