



ANNUAL DISABILITY SUMMIT GUEST SPEAKER PROFILES

Sid Peimer

I have worked on many blue-chip brands, spoken to diverse audiences and have experience in the entire distribution chain, from manufacturing to marketing to the consumer's mind. However, I cannot sing (trust me, I've tried). I guess my experience reads as somewhat of an adventure novel. Other than backpacking around the world for a year, I have held the positions of: pharmacist (yes, I qualified), laboratory assistant, shop assistant, national services manager, advertising copywriter, strategic planning director, frozen chicken cutter (you never saw that coming did you?), door to door salesman, karate instructor, river guide (A-rated), filmmaker, lecturer in marketing and consumer behaviour, professional actor, CEO and motivational speaker. I have developed strategies for a host of leading brands, including Nestlé, SABMiller and FedEx. I also served as a strategist for Leo Burnett and Ogilvy. My eclectic past has been the ideal foundation for my current position: Executive Director of the Cape Chamber of Commerce & Industry where I manage a staff of 30 serving 2 000 member companies. I am the author of 'The Clear Win' available on Amazon here <https://www.amazon.com/Clear-Win-Pitching-New-Business-ebook/dp/B0036DEBMQ>.

I am also extensively published online, mostly in the field of marketing and consumer behaviour on Bizcommunity here <http://www.bizcommunity.com/Profile/SidPeimer> I have an MBA from the University of Cape Town and hold the title of the Paarl 1972 Coca-Cola Yo-Yo Champion.

Michael Bagraim

Michael is a member of Parliament for the Democratic Alliance. He is a Practising Attorney and founder of Bagram's Attorneys.

He matriculated at Cape Town High School and graduated from Rhodes University with a BA and thereafter an LLB. He serves as a Trustee, Committee Member, and Executive Member of various associations, societies and groupings. Michael chairs disciplinary enquiries and consult with regard to dismissals for operational requirements as well as entering into mediation on behalf of clients of Altitude.

He is a regular contributor on industrial relations and labour law to radio, TV, newspapers and magazines. Michael has received awards from both the Medical Association of South Africa and the Law Society. Award given by the Law Society for Human Rights Attorney of the Year 2015 and an award given by the South African Medical Association "In the Spirit of Service to Medicine for Medicine 2015".

Wendy Nefdt

Wendy is the Vice Chairperson of the Institute for the Promotion of Disabled Manpower (IPDM).

Alex Franz-

Alex is an Administrator of the Institute for the Promotion of Disabled Manpower (IPDM)

Lidia Pretorius

Ms Lidia Pretorius is a serial social justice and disability rights activist who has worked in rural development, disability inclusion, and public policy-making for the past 30 years. Her life experience transcended working as a frontline rehabilitation therapist, a rural development practitioner, a full-time politician as Deputy Executive Mayor, a public policymaker, and a disability empowerment consultant and life coach.

Born a child of Africa, she fiercely believes in the inter-connectedness between people, in our common humanity, our oneness. The African saying, "*Umntu ngumuntu ngabantu*" - being self through others - is where she finds her centre, balance, and inspiration.

She left the public service at the beginning of 2020 to champion action that changes the narrative for persons with disabilities and their families. Her focus is on both the individual with a disability and environmental factors that disable and marginalise them. Impactful economic empowerment of persons with disabilities and their families remain her focus and passion.

For more information: www.disabilitymojocoach.co.za

Waseema Herabai

Ms Waseema Herabai is currently employed as the Assistant Director: Disability Management in the Western Cape Department of Health, in the Sub Directorate: Employee Health and Wellness, Diversity and Disability.

She has 18 years' experience within the NGO, Private and Public Sector specifically focused on skills development. In addition, employment opportunities for Persons with Disabilities. Her later years has been focused on the Disability management and productivity in the working environment with a multi-disciplinary team (HR and Health Professionals) to ensure successful retention and return to work of employees with either temporary or permanent disabilities.