



**COMPANY**  
**Curriculum Vitae**  
**2007**



## PEOPLE PROFILE AND NATIONAL GEOGRAPHICAL FOCUS

Shareholding		RACE	GENDER
Cynthia Mboweni de Klerk (50% shareholder)		Black	Female
Hannalie Barao (25% shareholder)		White	Female
Jan van der Westhuizen (25% shareholder) (Managing Director)		White	Male
<b>MANAGEMENT TEAM</b>	JH van der Westhuizen : Managing Director	White	Male
	Hannalie Barao : Director Training & Development	White	Female
	Theo Kruse : Director Simulation Development	White	Male
	Andre Vermeulen Simulation Development	White	Male
	Pieter de Wet : Management Accountant	White	Male
<b>ADMINISTRATION</b>	Yvette du Toit	White	Female
	Sally Jones	White	Female
	Linda Vos	White	Female
	Jacob Motloung	Black	Male
	Elsina Motloung	Black	Female
	Sue Carstens	White	Female
<b>Gauteng</b>	Elsa Lubbe	White	Female
	Chantelle Diack	White	Female
	Seth Baloyi	Black	Male
	Lelané Brits	White	Female
	Deon Brits	White	Male
	Annette Williams	White	Female
	Stanley de Klerk	Black	Male
	Willie Theron	White	Male
	Eduard Penning	White	Male
	André Duvenhage	White	Male
<b>Western Cape</b>	Burger Potgieter (Gericke)	White	Male
<b>KwaZulu Natal</b>	William van Aarde	White	Male
<b>Eastern Cape</b>	Hannetjie Gawler	White	Female
<b>Free State &amp; Northern Cape</b>	Eurika Willcock	White	Female



## BIOGRAPHIES

### 1. **CYNTHIA MKATEKO MBOWENI-DE KLERK**

#### **Director: Marketing**

Cynthia holds B.Sc, HED, B.Sc. Hons and M.Sc degrees from the Universities of Fort Hare and the Witwatersrand (WITS). She completed a course in Personal Computer Programming in Okinawa, Japan. A teacher by profession, she has worked predominantly in the education arena, lecturing Chemistry at Vista and Rand Afrikaans Universities. Her special interests include research, policy formulation and gender issues. She is currently studying for an MComm in Business Management at the University of Johannesburg (formerly known as RAU). Career highlights include:

- Publishing of articles and papers in international journals
- Presentation of papers in the USA and Japan
- Representing the Science and Engineering Academy of South Africa on numerous occasions at local and international conferences

Cynthia's focus areas, apart from marketing, are Organisational Development and Training.

Cynthia is a SETA certified Facilitator and Assessor.

## **2. HANNALIE BARÃO**

### **Director: Training & Development**

Hannalie is a skilled and experienced trainer and facilitator, focusing on the training and development of Middle and Senior Management in Management and Leadership Skills. She underwent extensive leadership training with Strategic Management Group in America. Hannalie will shortly facilitate leadership development for companies in Europe.

Hannalie was employed as a training practitioner, first at the Chamber of Mines for four years and thereafter at Clover SA for another four years.

Prior to joining Experiential Technologies in 1998, she was the owner of Matsebe Training where she designed and developed training programmes for Experiential Technologies and Clover SA and provided training services to a number of companies.

### **Qualifications:**

A graduate of the University of Johannesburg (RAU) where she obtained her Higher Diploma in Human Resource Development (Honours Level)

Curriculum Development

Certified Assessor: Plan and Conduct Assessment of Learning Outcomes

Certified Moderator

Certified Facilitator on DDI'S Learning System

Assessment Centre Observer and Administrator

### **3. JAN H VAN DER WESTHUIZEN**

#### **Managing Director**

A senior private sector manager, consultant and educator in the field of Business Management, Jan has acquired broad experience in the fields of Business Planning, Market Research, Project Management, Human Resource Planning and Management, and Information Systems.

Through Experiential Technologies' affiliation with Strategic Management Group Inc. (SMG), Philadelphia, Jan has extensive contact with leading academics and consultants in the field of management. He is involved in the design and evaluation of courseware and computer simulations, which are used to teach business skills to Middle and Senior Managers in public and private sector organisations.

His international assignments on the African continent have provided Jan with an extensive network of senior decision-makers in a broad range of industries, including the energy, manufacturing, telecommunications, transportation and hi-tech sectors. Through some of these contacts Jan has been able to assist firms in developing international markets for their products and services, and in sourcing capital and new technologies. Jan has also done work for a company in The Netherlands.

Prior to starting Experiential Technologies in 1996, Jan worked for 12 years in various capacities for a major South African Transport Company and at the SAPS Institute for Behavioural Science. He also managed a software company, and worked on numerous international training and consulting projects, both as a Project Leader and as an Instructor.

Clients Jan has provided training and consultancy services to include: Transnet Group of Companies (South Africa); TransNamib (Namibia), Swaziland Railways (Swaziland), ABB (Sub Sahara), Sappi (Southern Africa), Transtel (Telekom Southern Africa), Telkom International (Southern Africa), Department of Foreign Affairs (South Africa), PromtPro (The Netherlands).

In addition Jan has developed and delivered courses in leadership, organisational behaviour, interpersonal communications, team development, human resource planning, employee compensation, entrepreneurship and assessed Management Development Centres. He also helped extensively in the development of the Leading for Business Results series of programmes. As a trained Administrator of Assessment Centres, Jan trained Observers and Administrators for various industries.

#### **Qualifications:**

Jan holds a B. Comm. degree from the University of Pretoria and a B Comm. Honours from the University of South Africa (UNISA). He is registered with SMG Inc as Project Management Instructor and is also a CMC.

#### **4. ELSA LUBBE**

##### **Senior HR Practitioner**

Elsa was until recently the Managing Consultant for the ET branch in Cape Town. Her responsibilities include marketing, consulting and instructing in the areas of leadership, and Project Management Training. Elsa is an innovative and versatile Management Consultant with specialist knowledge of Leadership Development and managing multi-faceted projects.

She has been associated with ET since 2001 and has worked with a diverse portfolio of clients including: Capitec Bank, Santam, Shoprite/Checkers, Dept. of Social Services Provincial Administration Western Cape, Cape College and many more.

Her responsibilities include the designing, developing and delivery of a series of one-day, competency-focused leadership workshops. Additional efforts include the customisation and delivery of ET's comprehensive Project Leadership Programmes.

Before joining ET, Elsa worked for SAA as an In-flight Service Trainer from 1993 to 2001 where she specialised in: Customer Orientation, Cross Cultural Programmes, Life Skills, Advance Leadership, On-the-Job Coaching and Counselling and Performance Management.

##### **Qualifications:**

A graduate of the University of Johannesburg (RAU) where she majored in Business Psychology and Communications.

BA Honours degree in Human Resource Development – University of Johannesburg (RAU)  
Curriculum Development

Certified Assessor: Plan and Conduct Assessment of Learning Outcomes

Certified RPL Advisor

Certified Facilitator on DDI'S Learning System

## **5. CHANTELLE DIACK**

### **HR Practitioner**

Chantelle is a skilled and experienced trainer and facilitator, focusing on the training and development of Junior Management in Management and Leadership skills.

Prior to joining Experiential Technologies in November 2004, Chantelle was employed by ABSA Bank where her main responsibilities included Cadre (Inpost) training regarding Personal Administration and Training Coordinator for the Client Services Department.

Chantelle is currently responsible for: Providing Training in a variety of Management and Leadership Modules, Curriculum Development, and Compiling of Job Profiles. She has been appointed as Skills Development Facilitator: Conduct Workplace Skills Plan and Conduct Annual Training Reports of companies for relevant SETA in accordance with the Skills Development Act.

#### **Qualifications:**

BA Psychology – University of Pretoria, 1998

BA Honours: Psychology – University of South Africa (UNISA), 2001

BA Honours: Industrial Psychology (incomplete), 2004

Certified Assessor: Plan and Conduct Assessment of Learning Outcomes

## **6. SETH BALOYI**

### **Marketing Executive**

Seth holds a Sports Management degree from the Tshwane University of Technology (TUT). He also completed a two-year Personal Trainer Programme with Virgin Active between 2004 and 2005 where he applied these skills.

Being a keen sportsman, he obtained provincial colours in rugby and represented Gauteng North from 2000 to 2001.

Seth commenced studying towards a Marketing Diploma at the TUT in 2007.

This will stand him in good stead at Experiential Technologies where he is currently employed as Marketing Executive.

With his outgoing and friendly nature, he is aptly suited for this type of profession where his duties include, amongst others:

- Promoting the company by arranging Networking Breakfasts, Golf Days, etc. in order to enhance the client base
- Liaising with existing clients
- General Marketing actions via telephone and personal visits
- Facilitation on NQF 3 Level
- Facilitation of Health and Wellness Programmes

**7. LELANÉ BRITS**  
**Senior Associate**

Lelané's involvement with Experiential Technologies includes consulting and training in the areas of Leadership and Self-Management. Lelané is a qualified Social Worker but has been doing training in the corporate arena already during her practice as an Industrial Social Worker with SA Banknote Company. She is a versatile consultant with specialist knowledge of Leadership Development, Time, Stress and Change Management and also Emotional Intelligence.

Lelané has been associated with Experiential Technologies since 2002 and has worked with a diverse portfolio of clients including: Eskom, Department of Health (Free State, Gauteng and Eastern Cape), Continental Tyre, the Tshwane University of Technology and many more.

**Qualifications**

BA Social Work, University of Pretoria

Training in implementing Employee Assistance Programmes

**Work Experience**

Cross Cultural Programmes

Life Skills

Practical Leadership

Crisis Intervention and Counselling

Performance and Behavioural Assessments

## **8. DEON BRITS**

### **Associate**

After completing a degree in Theology in 1987, Deon acted as an ordained minister and was elected as Secretary of the National Youth Board in 1990. This position he held for 5 years and was extensively involved in various Project Management Projects on a National level.

Deon was also the Editor of a National magazine "Dunamis" for three years. During this time the distribution figure of the magazine showed an increase of 2000% and turned the finances around from a loss to a profit. This was done through extensive teamwork, marketing and Project Management skills.

During the last 18 years he has facilitated at various organisations and NGO's. Deon is a renowned motivational speaker and spoke at Conferences in Zambia, Zimbabwe, Tanzania and Nigeria as well as in America.

He has a passion for the development of people and recently joined Experiential Technologies to share his knowledge and passion with the Corporate World through an accredited institution.

## **9. ANNETTE WILLIAMS**

### **Senior Associate**

Annette is a skilled Project Manager and facilitator and has extensive experience in Project Management and IT.

Annette has held the following positions:

- Owner 2004 to present
- Senior Project Manager / Project Support Officer 1996-2004
- Project Manager 1993-1996
- IT – Local Area Network Consultant 1990-1993

### **Qualifications:**

Annette obtained the following tertiary qualifications:

BSc Honours – University Hertfordshire, 2000

Project Management Professional (PMP) – Project Management Institute, USA, 2003

Advanced Project Management – College of Project Management (now known as Cranefield University), 1998

SAQA NQF Accreditation – Assessor – ETDP SETA (ASSMT01) 335397US

## **10. STANLEY DE KLERK**

### **Senior Associate**

Stanley has extensive experience in all facets of general and Strategic Management with special emphasis on Human Resource Management, Marketing and Financial Management.

Stanley has held the following positions:

- NGO sector where he headed an OD, Training and Leader Development Consultancy for 5 years
- Transport sector where he worked in a number of senior positions including as CEO of one of Transnet's Business Units
- Consulting sector where he headed a joint-venture partnership with Deloitte and Touche
- Local Government sector where he served as a Transformation Advisor to the MEC of Local Government

Stanley also spent some time studying and working in Europe, the USA, Kenya, Congo, Zaire and Zimbabwe where he worked on the following projects:

- Senior Management Development Programme in Zaire and the Congo
- Strategic Planning Intervention for SADCC in Kenya
- Organisational Development Interventions for Anglo American in Zimbabwe
- Change Management and Business Process Interventions in a number of SA organisations including Teljoy, Vodacom and Woolworths
- Facilitation of numerous strategic sessions for most government departments including the Gauteng Legislature, the Department of Land Affairs and the Department of Mineral and Energy Affairs

#### **Qualifications:**

Stanley obtained the following tertiary qualifications:

BA – University of South Africa

BA Honours – University of South Africa

## **11. WILLIE THERON**

### **Assessor / Administrator**

A senior private sector manager, consultant and educator in the field of Business Management, Willie has acquired broad experience in the fields of Business Planning, Market Research, Project Management, Human Resource Planning and Management, and Information Systems.

Through Experiential Technologies' (SMG Africa's) affiliation with Strategic Management Group Inc. (SMG), Philadelphia, Willie has extensive contact with leading academics and consultants in the field of Management Assessment. He is involved in the design and evaluation of Assessment Centres and Development Courseware which are used to teach business skills to Middle and Senior Managers in public and private sector organisations.

His international assignments on the African continent have provided Willie with an extensive network of senior decision-makers in a broad range of industries, including the energy, manufacturing, telecommunications, transportation and hi-tech sectors.

Prior to working at Experiential Technologies in 1996, Willie worked for 12 years in various capacities for a major South African Transport Company (Transnet) and at the SADF (now SANDF).

Clients Willie has provided training and consultancy services to include: Transnet Group of Companies (South Africa); TransNamib (Namibia), Sappi (Southern Africa), Transtel (Telekom Southern Africa), Telkom International (Southern Africa), Department of Foreign Affairs (South Africa), SABC, Vodacom, The President's Office, and FNB.

Willie holds an MA Degree in Clinical Psychology from the University of Stellenbosch and is currently a management member of the IPM Assessment Study Group. He is also a registered Clinical Psychologist.

## **12. EDUARD PENNING (ARIE)**

### **FNB Account Executive**

Arie has extensive experience in all facets of Financial Management.

Arie has held the following positions:

- Transformation & Strategic Human Resources 2005 - present
- Head of Performance Consulting 2003-2005
- Head of People Development 2000-2003
- Human Resources Consultant 2000 - 2000
- Human Resources Account Executive 1999-2000
- Consultant: World Growth Consulting 1997-1999
- Head: Group Human Resources (Corporate & Merchant Banking) 1991-1996
- Divisional Personnel Officer 1983-1985

#### **Qualifications:**

Arie obtained the following tertiary qualifications:

B.Comm. (Personnel Management) – University of Pretoria, 1981

B.Comm. Honours (Personnel Management) – University of Pretoria, 1983

M.Comm. (Personnel Management) – University of Pretoria, 1988

Registered as an Industrial Psychologist

#### **Professional Memberships:**

- Health Professions Council of South Africa
- Institute of Personnel Management
- SA Board for Personnel Practitioners

### **13. ANDRÉ DUVENHAGE**

#### **Senior Associate**

André has held the following positions:

- Senior Consultant (OD) 1991-2005
  - Restructured Operations and staff 1996
  - Project Manager during restructuring 1997
  - Project Manager of Business Process re-engineering 1999-2002
- Superintendent (O&W) 1988-1990
- Professional Officer 1986-1987
- Clerk and Senior Clerk 1978-1986

#### **Qualifications:**

André obtained the following tertiary qualifications:

B.Comm. – University of the Free State, 1982

Certificate in Workstudy – Pretoria Technikon, 1987

#### **Other courses:**

- Information Mapping, 2000
- Performance Management, 2000
- Salary Broad Banding, 1999
- IRIS certified practitioner BLOSS SA, 1998
- SHL Work Profiling System, 1997
- MS Office suit of products, 1996
- Project Management, 1995
- Hay Job Evaluation Systems, 1991

## **14. ANDRÉ VERMEULEN**

### **Director in Simulation Development**

André has extensive experience in developing enterprise solutions on numerous technological platforms. His expertise in creating innovative, customised computer systems has raised the benchmark for clients across all sectors.

Prior to joining Experiential Technologies, André worked for 10 years at Business Connexion (Previously known as Q-Data) as a systems analyst, overseeing development projects from inception to delivery, on projects ranging from industrial to ERP solutions.

André's unique design style brought about a natural transition into the creative, high-impact environment of Rapid Business Simulation Development, making Experiential Technologies a leading Simulations Development company, worldwide. With his unique design methodology, he and his team have the capacity to produce numerous simulations, concurrently, at unprecedented time lines.

#### **Work experience and qualifications:**

Oracle PL/SQL – Oracle South Africa, Midrand, 1998

Oracle DBA – Oracle South Africa, Midrand, 1998

Advanced Oracle SQL Program Units – Oracle South Africa, Midrand, 1998

Advanced Data Modelling – Oracle South Africa, Midrand, 1998

Microsoft Visual Studio 6 CBT – Business Connexion, Pretoria, 2000

VS.net UML Design – Business Connexion, Pretoria, 2003

#### **Relevant Technical Experience:**

Crystal Reports – 8 years

Visual Studio – 10 years

Oracle – 10 years

MySQL – 7 years

Firebird – 3 years

## **15. THEODORE KRUSE (THEO)**

### **Director in Project Management Development**

Theo has more than 18 years' experience in designing, developing and managing various major IT projects across all sectors. As consultant he was involved in various projects; from technical development to business analysis. He then educated himself in Project Management and managed numerous projects.

- Junior Programmer in NATURAL ADABAS – Department of Education and Training 1983 - 1987
  - Programmer at the Commission of Administration
  - Promoted to System Analyst 1985
- Business Analyst at Saambou Information Services 1987 - 1989
- Helped build a Consultancy Service Company which later amalgamated with Data Trust to become Q Data Consulting – now known as Business Connexion 1988
  - Highlights : implementing a SAP system for the South African Post Office in 1991, as well as the first successful conversion of SAP/R2 to R3 in South Africa during 1995
  - Appointed as Senior Manager, and worked himself up to Business Unit Manger overseeing the State Owned Enterprises 1996
- Own company which specialises in the building of simulation software for training. One specific simulation is a training method to support project managers in handling projects

#### **Qualifications:**

B.Comm. Business Economics – University of Pretoria, 1987

MBL Business Leadership – UNISA, busy

#### **Other courses:**

Certified as Program/Project Manager and completed the PRINCE2 certification

## **16. BURGER POTGIETER (GERICKE)**

### **Regional Executive: Western Cape**

Gericke has held the following positions:

- Freelance Business Developer 2005 - present
- Project Manager / Solutions Facilitator / MD 2004-2004
- Owner / Manager 1997-2000
- Technical Support (Contract) 1999-2000
- Designer / Project Manager (Contract) 1999-1999
- Lecturer (Contract) 1999-1999

### **Qualifications:**

Gericke obtained the following tertiary qualifications:

Honours: Socio-Informatics - University of Stellenbosch, 2005

Microsoft Certified Systems Engineer – IT-IQ, 1998

“Why start-ups fail” : Herbert Smole – HBD Venture Capital, 2004

## **17. WILLIAM VAN AARDE**

### **Associate : KWAZULU NATAL, South Africa**

William has extensive experience in the Human Resources field.

William is a Senior Lecturer and Tutor / Assessor for:

- The Graduate Institute of Management and Technology (GIMT)
- Knovation
- The University of the Free State

William has held the following positions:

- Managing Partner 1999 - present
- Manager 1996-1999
- Senior Consultant (Human Resources Development) 1993-1995
- Assistant Manager (Human Resources Development) 1990-1993
- Departmental Personnel Officer 1987-1990
- Financial Researcher 1987 – 1987
- Administration Officer 1980-1987

#### **Qualifications:**

William obtained the following tertiary qualifications:

- Bachelors Degree in Commerce – University of Stellenbosch, 1986
- Honours: Bachelors Degree in Commerce (Industrial Psychology) – University of the Orange Free State, 1989
- Masters Degree in Commerce (Human Resource Management) – Rand Afrikaans University, 1997
- Advanced Organisation Development – University of South Africa, 1999

#### **Professional Qualifications:**

Registered Industrial Psychologist – Health Professions Council of South Africa (PS 55603)

Registered Personnel Practitioner – South African Board for Personnel Practice (P 4546)

## **18. HANNETJIE GAWLER**

### **Regional Executive: EASTERN CAPE**

Hannetjie is a skilled and experienced trainer and facilitator, focusing on the training and development of Junior Management in Management and Leadership Skills.

Prior to joining Experiential Technologies in November 2001, Hannetjie was employed by the Department of Health in North West Province for 17 years.

First as a tutor for Computer Training, then in Human Resources for 4 years, 5 years as Hospital Secretary and then as an Assistant Director, Administration for another 7 years. Hannetjie can apply her skills and experience in different fields of administration and related departments.

She worked with clients such as Community Based Organisations, Non-Governmental Organisations, Local Authorities, Continental Tyre, the Department of Health, the Department of Social Services and many more.

#### **Qualifications:**

Hannetjie completed a one-year Certificate course in Hospital Service Management and Comparative Systems, International and Private at Wits University in 1998.

The course covered areas such as:

- Issues in Hospital Service Management and Comparative Systems: International and Private, Human Resource Management, Transport Management, Provision Administration
- Financial Management and Cost Control Systems, Quality Control, Information Management and Patient Services & Applied Projects
- Certified Bookkeeper
- Certified Assessor: Plan and Conduct Assessment of Learning Outcomes

## **19. EURIKA WILLCOCK**

### **Regional Executive: Free State & Northern Cape**

Eurika is a skilled and experienced trainer and facilitator, focusing on the training and development of Junior and Middle Management in Management and Leadership Skills.

Prior to joining Experiential Technologies in August 2006, Eurika was employed by Coca-Cola Fortune (Pty) Ltd as an HR Generalist where her main responsibilities included all HR-related matters, Industrial Relations and handling of all CCMA cases. Eurika was also the Training and Development Specialist and handled all training and development issues including personal development plans, career path planning of employees with potential, performance management training and implementation, Seta-related matters and facilitated some of the in-house-training programmes.

#### **Other work experience:**

Compiling of job profiles, appointed as Skills Development Facilitator, conduct the Workplace Skills Plan for the company in accordance with the Skills Development Act and conduct Annual Training Reports. She is also involved in recruitment using Targeted Selection and various other assessment tools.

#### **Qualifications:**

BA Soc Science (University of Pretoria)

Higher Education Diploma

Certified Assessor

Certified Moderator

Licensed Thomas International Practitioner and IRIS Practitioner