



Currently CEO and Founder of GROWCOM FOUNDERS- A broad ranged business using the Financial Services to create a more equal society. Started without money in November 2012. We already have one insurance product and will have soon over 20 of our own products, Our own Investment Fund and Our own MVNO- Cell phone brand. And our own BANK. We are in 100 Economic regions across SA- many ex UWC Alumni are part of GROWCOM. Our model is based ON OWNERSHIP and Creating Businesses within a businesses.

## **LEON(TENK) WILLIAM LIEDEMAN –RESUME**

**The idea is to have by 2022-100 Economic Hubs with over 20 000 Graduates and Post graduates.** Our model is 40/35/25 where 40% of the profits after costs go to Staff and shareholders( of which 12% goes into a FUND to create Businesses) 35% to the member and 25% to Beneficiary organisations. So 72% is shared with others. **My economic emancipation started in August 1984 when my late father was retrenched.** Our eldest son Ciaran BSc Honours in Computer science(US) aged 32 has his own business with 2 partners employing 20 people( [www.stackworx.io](http://www.stackworx.io)) the Youngest Kerwin aged 30 busy completing his Masters degree in Bio Medical Science at UWC- He Most probably will have at least 2 or three of his own businesses soon. Married- Lilian Liedeman UWC Alumnis- retired 2017 as Deputy principal at Lentegeur High School. **We have one granddaughter aged 10 months. I was the Only one to attend University,** but 2 of my brothers reached very senior positions in engineering and ship repairing construction, My youngest sister has her own rigging business. 6 of the 8 Liedeman grandchildren are or will be in their own businesses. **THE LIEDEMANS CREATE OPPORTUNITIES FOR OTHERS.-** They do not depend on money or networks –Just as my late father used to say “ **Jy rol net jou moue op en werk**”.

**I HAVE A PASSION TO develop people to reach their full potential. UNWAIVERING DRIVE for a more EQUAL SOCIETY. INNOVATIVE- LEFT HANDED -DISRUPTIVE- CHANGE THE STAU QOU CARE TO BETTER THE LIVES OF OTHERS.-MONEY HAS NEVER DRIVEN ME.** It seems all my life I have always been placed in Situations either schools, sport, medical aid and GrowCom to really make a change where Everyone said it cannot be done and I accomplished goals against all odds, that embodies to better the lives of others.

**My Motivation for accepting the Nomination is to help UWC become the University to lead to an ECONOMIC REVOLUTION in South Africa,** To start a Different type of Business School and TO CREATE a business mindset in our graduates- so that the graduates do not end up being unemployed or underemployed for many years after they completed their studies. BUT MOSTLY TO HELP CREATE AND BUILD FINANCIAL RESOURCES in order for BUSH COLLEGE to Become the LEADER in creating a better future for those at the bottom end of the pile.

**FULL NAMES:** Leon William Liedeman

### **ACADEMIC AND PROFESSIONAL QUALIFICATIONS**

Schoonspruit High School Senior Certificate (1975)/U W C- B. A (1979)/U W C Secondary Teacher's Diploma (1979)/U W C- B. A. Hon – Geography (1983)

UNISA B. Ed Educational Management (1988)

**Other** – 1975- Attended 14th Boys Scout World Jamboree in Lillehammer Norway. At UWC served on the Hostel committee 1977 and 1978. Was chairman of the Geographical Society in 1978 and vice chairman in 1979. Belonged to the Hiking club and Played Club rugby for UWC in 1979.

### **EMPLOYMENT HISTORY**

Education (Teacher, HOD, Deputy Principal, Principal): 1980 – 1997/ Became a High school principal at the age of 30. 1992-1997 Appointed Principal at range High in 1992- age 33. Raised R150 000 in funds in 5 years, school was well resourced, pupils got extra tuition etc. **ALWAYS FOUGHT FOR THE POOR CHILD** First Principal to accept large amounts of Xhosa speaking pupils in 1994 in AN AFRIKAANS MEDIUM SCHOOL When left at age 40 was 7 years as principal already.

Private sector: Manager – Medshield Med Aid (1997 – 2002)

### **SELF EMPLOYED SINCE END 2002.**

Own company established: 2004 – 2012/(Training and Medical Aid Service Provider: trained and Accredited 4000 Insurance brokers in NQF level 4 short term and wealth management and NQF level 5 Wealth management.

## **GROWCOM- 2012-CURRENT- see above**

### **ACHIEVEMENTS**

1982 - 1986 As a teacher, started schools rugby in Kwazulu Natal/1988: Youngest school principal at the time (age 30)/1993 -1994: Arranged principals' meeting across the colour line nationally leading the establishment of S A Principals' Association/1995: Initiated symposium for educationists on teaching in a multi-lingual society/1996: Elected to serve on Minister of Education Reference Group. 1997 – 2002: First manager of Med Shield Med Aid in Western Cape; developed Med Shield into the second strongest Medical Aid/company in the Western Cape 2002: Initiated first Black Brokers' workshop (180 attendees)/2003 - Successful broker for Pro Sano Medical Aid Scheme Put most new members on the Pro Sano book in ESKOM Campaign/2004 – : Served on National Skills Development Strategy of INSETA 2005: Played leading role in the establishment of the Black Service Providers' Association- Services Seta.  
2005 – Interim President of Black Service Providers' Association In the Western Cape  
2005 – Executive member of National Black Service Providers' Association  
2005 – : Appointed as Preferred Service Provider by Pro Sano Medical aid Scheme (serviced 10 000 members on database)  
2006: Designed Curriculum for Sustainable Broker Development (FAIS and FICA compliance.  
2008 Accredited Assessor and Moderator –INSETA  
2010 Instrumental in getting Black Brokers organisation organised in Single national organisation.  
**2012- Establishing GROWCOM-Towards our own Insurance company and bank by 2018**

### **REFEREES**

Rev Fred Hendricks: Ex Parish Priest Rector: St Johns Anglican Church, Bellville South

Professor A Redlinghuis Ex Vice \Rector-UWC and University of Johannesburg

**Mr Tobias Titus-** Ex UWC rugby president as well a senior rugby administrator. One of the eminent persons that received an award from the University for outstanding service.