



## ZELDA JANSEN VAN VUUREN

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### EXECUTIVE PROFILE SUMMARY

Zelda, an entrepreneur at heart, has studied BComm Marketing and Public Relations and co-founded and owned several successful businesses from Property Development companies, co-owning The International Sleeper Workshop which manufactured and exported much sought after railway sleeper furniture, to co-owning EMI, a prominent Sports Eventing Management Company in Johannesburg, specializing in project, event and media management of National and International clients/events.

In her personal capacity Zelda formed part of the NOCSA delegation of the 2000 Sydney Olympic Games where she was involved in managing/coordinating the VIP and Sponsor hospitality at SA Club House in Darling Harbor, Australia.

It was Zelda's experience as the co-owner of such a prominent Event Management Company that best prepared her to take on the daunting task of setting new precedents and managing South Africa's greatest female athlete since 1996. She has been instrumental in the building of the Penny Heyns Brand and together they have established themselves as a formidable team of business women.

Today she heads up Omni Share Holdings (Pty) Ltd as Penny's sole business partner and company Managing Director since 2001. Together their main passion and company focus is the development of individual human potential through various Module 1 & 2 Swim Clinics/Camps. In her role as Administrator and Assistant coach to Penny Heyns - Double Olympic Individual Breaststroke Gold Medallist/Olympic Individual Bronze Medallist/14 x World Record Holder - they have been offering multiple 2 day Stroke Technique and Mechanics Clinics/Camps and Stroke Correction sessions in South Africa, Colorado US, Botswana, Namibia, Zambia, Tanzania and Ghana since 2011.

Clinic Program includes: Breaststroke, Butterfly, Backstroke and Freestyle Stroke Mechanics discussion, & Video reviews. Water Workouts, Stroke specific drills and Stretching, Starts, Breakouts and Streamline-Stroke work - Body position, rotation, drills, kick and turn techniques, Mental Power Session including Mind Body connection, Visualization and 8 Champion mindsets

These Mental Power Seminars are also successfully presented as workshops within the corporate and academic markets.

Omni Share is currently the official agent for Myrtha Pools & Technology in South Africa and in association with Swim Wearhouse also produces the Penny Heyns Swim Range and imports the SaferSwimmer device.

## **EXPERIENCE**

— **1989 - 1991 BWP INVESTMENTS (PTY) LTD PRETORIA RSA**

**MARKETING DIRECTOR & SHAREHOLDER**

PROPERTY DEVELOPMENT

— **1991 - 1997 THE INTERNATIONAL SLEEPER WORKSHOP CC PRETORIA RSA**

**CO-OWNER / MEMBER**

MANUFACTURING AND EXPORTING OF RAILWAY SLEEPER FURNITURE

— **2003 - 2008 STARCHOICE PROPERTIES (PTY) LTD PRETORIA RSA**

**MANAGING DIRECTOR & SHAREHOLDER**

PROPERTY SUB DIVISION, DEVELOPMENT & MARKETING

— **1995 - 2001 EVENT MANAGEMENT INCORPORATED JOHANNESBURG RSA**

**MANAGING DIRECTOR & SHAREHOLDER**

SPORT PROJECT, EVENT & MEDIA MANAGEMENT

Some of the major projects included

- Sport Events

National Basketball Championships

National Aquatics Championships

National Athletics School Championships

5<sup>th</sup> African Swimming Championships

8<sup>th</sup> IAAF Athletics World Cup

USSASA

NOCSA

Coca Cola Olympic Day (1996-2000)

- Banquets

NOCSA Annual Banquet (1997-1999)

President Nelson Mandela Fair Play Banquet

ANOCA Banquet

IOC Delegation Banquet

- Community Projects

National Department of Sport & Recreation

Sebokeng Indoor Sport Facility Project

Mabopane Indoor Sport Facility Project

Umnini Sport & Recreation Facility Project

- Media Launches

Milo Product Launch

Harley-Davison Media Launch

Telkom Sowetan SASSU Basketball

Sponsorship

FNB Golf Sponsorship Launch

ElektroWise USSASA Sponsorship

Telkom PBL Launch

ABSA Trust Swimming Sponsorship

USSASA Super 8 Sponsorship

Telkom Swimming Sponsorship

SSA Learn-to Swim Sponsorship Program

Baseball Pitch-Hit-Run Sponsorship

7<sup>th</sup> All Africa Mascot Launch

- Roadshows

1996 ABSA Penny Heyns Road show & 1997 Wimpy Magic Johnson Basketball Road show

— **1996 - CURRENT**

**RSA ATHLETE MANAGEMENT -**

**PENNY HEYNS TRIPLE OLYMPIC MEDALIST & 14 X WORLD RECORD HOLDER**

COMPILATION AND MONITOR CONTRACT AND RIGHTS PACKAGES

MONITOR CONTRACTUAL AGREEMENTS

COORDINATE SCHEDULES AND APPEARANCES

COORDINATE MEDIA OBLIGATIONS

ADMINISTRATION

— **2001 - CURRENT**

**OMNI SHARE HOLDINGS (PTY) LTD PRETORIA RSA**

**MANAGING DIRECTOR & SHAREHOLDER**

PENNY HEYNS PUBLIC PERSONA & PROFILE MANAGEMENT

APPEARANCES & SPONSORSHIPS

ENDORSEMENTS

PRINTING AND PRODUCTION OF PENNY HEYNS AUTOBIOGRAPHY

STRATEGIC PROJECT CONCEPTUALIZATION & DEVELOPMENT

MODULE 1&2 SWIM CLINICS/CAMPS - STROKE MECHANICS

INDIVIDUAL STROKE CORRECTION CLINICS

*Both Omni Share Directors are registered coaches at TUKS SPORT CLUB - NTS*

#### **EDUCATION**

University of Pretoria, RSA - B.Comm Marketing (3rd year) 1984-1986

Pretoria Technicon, RSA - Diploma in Public Relations 1987-1989

#### **SKILLS**

PROJECT COORDINATION AND MANAGEMENT

#### **REFERRALS**

1. Mr Jopie Maasdam COO Maravest Group, +27 823770231, [jopie@maravest.co.za](mailto:jopie@maravest.co.za)
2. Mrs Martina van Vlaanderen AISL +260 966756489, [mvanvlaanderen@aislusaka.org](mailto:mvanvlaanderen@aislusaka.org)
3. Mrs Fiona McDonald +260 966597986 [fionahmcdonald@gmail.com](mailto:fionahmcdonald@gmail.com)