

Curriculum Vitae

Lizelle Grindell

Nationality	South African
Residential Address	Nr 1080 Olivewood Estate Christo Rd Olivedale, Johannesburg Gauteng South Africa
Postal Address	P.O. Box 444 Rivonia 2128
Date of Birth	25 November 1968
Telephone - Home	+27 11 462 0269
Mobile Phone	+27 83 266 6555
Language	English Afrikaans
Drivers Licence	Light Commercial Vehicle Motor Cycle Drivers Licence
Health	Excellent
Status	Married
Voluntary work	voluntary counselling in rural areas Voluntary work with orphan street kids & homes Voluntary work with abused kids Voluntary road work with a private Ems services - Netcare 911 Voluntary counselling at church with CA patients Voluntary trauma counselling in EMS
Current Interests	Water sport, Scuba Diving, Horse Riding, Harley Davidson Biking, Wild life and wild life photography

SCHOOL EDUCATION

Highest Standard	Academic Matric – St 10
Date	1982 – 1986
Subjects	English Afrikaans Business Economics Home Economics Typing Biology Ballet - Extra Subjects Music- Extra Subjects Art - Extra Subjects
Sport & Interests	Horse Riding Tennis Ice Hockey Art Ballet

TERTIARY INSTITUTION QUALIFICATIONS

Institution	Ann Latsky Nursing School
Subjects	General Nursing Mental & Moral Science – physiology Sociology Ethos Professional Managing Practice Nursing Practical
Date	1994

TERTIARY QUALIFICATIONS

Medical Courses Completed Other Institutions

Advanced Trauma Life Support
(attended only not certification for R/N)
Advanced Cardiac Life Support
Update Courses in Trauma & Workshops
Update Courses in ICU & Workshops
Basic Life Support – Updated 2007 **Past with honours**
Behavioural Interventions for Pelvic Floor
Dysfunctions (2007) **Past with honours**

Business Courses Completed Other Institutions

Marketing Management – concentration in medical
Past with honours
Three Dimension Business Management
Windows Vista (Updated 2007) **Past with honours**
✚ Microsoft Excel Course (updated 2007)
✚ Microsoft Power Point (updated 2007)
✚ Microsoft Word (updated 2007)
✚ Microsoft Assess(updated 2007)
✚ Microsoft Publisher (updated 2007)
Communication Marketing Course **Past with honours**
Executive Computer Advance Course
Executive Secretarial Diploma **Past with honours**
English Practical Typing – Elementary
English Practical Typing – Advanced
Medical Office Administration **Past with honours**
Public Relations **Past with honours**
Medical & General bookkeeping **past with honours**
Medical & General marketing **Past with honours**
Medical & General Advertising **Past with honours**
Power Speaking Program **Past with honours**
Individual Voice Course **Past with honours**

Other Personal Courses

International Interior Design Course
Image Counselling Course
Beyond Tolerable Recovery for Counsellors
Caring Ministry Counsellors Course

PROFESSIONAL MEMBERSHIPS

South African Nursing Council
South African Nursing Association

EMPLOYMENT

2007- Present **THE BIOFEEDBACK CLINIC**

Director – Owner

Professional Experience

- Started 1st dedicated pelvic floor rehabilitation biofeedback clinic in SA
- Working in conjunction with Wits (Medical University) and an multiple discipline team to write pelvic floor protocols.
- In communication with South Africa Department of Health to create better understanding and awareness around behavioral Interventions for Pelvic Floor Dysfunctions to create a recognize stand alone profession.
- Work hand in hand with **leading Private practitioners:** Gynecologist, Urologists, Specialized Neurologists, Neurophysiologists, Specialized General Surgeon's, and Dietitians.
- Currently assisting support groups with relevant pharmaceutical companies for their patient around the awareness for biofeedback
- Treating patients currently with behavioral Intervention in pelvic floor dysfunction:
 - Fluctulant Incontinence
 - Fecal Incontinence – Constipation, Diarrhea and Pain
 - IBS – Constipation, Diarrhea and Pain
 - Urine Incontinence – Stress, Urge, Mixed and OAB
 - MS - Stress, Urge, Mixed
 - Vulvodynia
 - Primary biofeedback training in weak pelvic floor with women in Menopause

2004 - 2007

SSEM – SPECIALISED SYSTEMS ELECTRO MEDICAL

National Product Manager - Critical Care & Emergency Services

Professional Experience

- Cultivating a detailed knowledge regarding developments in the medical marketplace generally theory of operation, underlying core medical technologies, practical usage, medical clinical applications and medical techniques, trouble shooting, medical trend identification, market potential and competitor product knowledge, medical activities and demographics
- Holding “ownership” of the medical product range i.e. assuming full responsibility for all aspects related to the success of the product range in the medical field.
- Developing and continuously building close and effective relationships with all levels of customers employees pertinent to the specific product range.
- Assumption of responsibility for all allocated sales and gross profit budgets in concert with the sales force.
- Training each and every member of the sales team to an acceptable level of competence in product knowledge, after- sales service and maintenance and repair.
- Motivating and encouraging the sales team to actively promote the product range to develop sales leads and to translate into acceptable sales performance levels in terms of the set budget and the actual market potential.
- Co-operating with and pro-actively assisting the Sales & Marketing Director, Regional Sales Managers/Directors and each sales person to develop a clear, concise and effective sales plan for each of the products encompassed in the range. This provided in the form of a detailed product specific sales plan.
- Supporting the entire sales and marketing process for the product range on a national basis. In particular, this involves assuming primary responsibility for

- developing the necessary relationship with each individual sales person and sales manager to further the co-operative approach by Company Policy.
- Being able to handle queries, problems, and troubleshooting and product/service complaints with both customers directly and in support of the sales personnel.
- Ensuring the distribution of brochures, supporting material and clinical papers throughout the sales force.
- Authoring and submitting quarterly "Principal Reports" to International Principals.
- Direct liaison with the area managers of Principals in respect of day to day sales and marketing issues in conjunction with the Sales and Marketing Director.
- Identifying and development of relationships, in respect of product ranges, with the respective key decision makers.
- Introducing selected new products to the market directly by way of intensive interaction with the user group of our customers. This is done by way of presentations, product training, workshops, seminars, sponsorship and in-field product training.
- Having input into the budgeting process as far as the relevant market segments are concerned and thereafter monitoring and tracking the achievement of this budget.
- Monitoring stock levels and backorders of line items within the product ranges.

2002 - 2004 **Netcare 911**

Business Development Manager

Professional Experience

- To develop and execute sales and marketing plans and budgets.
- To drive new business acquisition and ensure client retention
- To work with Group Marketing in the development and implementation of campaigns (above-the-line, below-the-line and online) including :
 - Preparation of detailed communication briefs, and providing solutions to meet specific communication objectives
 - Liaising and co-ordination of creative briefs with the agencies
 - Ensuring deadlines are met timeously
 - Reviewing and securing approval on all communication material
 - Running of campaigns and post campaign ROI report
- Involved with product development and product launches
- Regular feedback with operational teams, preparation of monthly reports and quarterly presentations to senior management forums
- Liaison with numerous external agencies / suppliers and various internal divisions within Netcare
- Relationship management ensured integration of sales & marketing activities, co-branding and strategic marketing events strategies.
- Monitor competitor environment as well as market activities / trends and translate into appropriate actions.
- Advance and develop professional relations for Netcare 911 with Medical Schemes
- Develop and maintain high level of interaction with Board of Trustee Members, Principal Officers and other Fund Managers.
- Enhance existing risk management services for existing capitated medical scheme clients
- Ensured correct claims reporting, financial evaluations of the respective accounts to the Medical Aid schemes and ensure consistent reports for auditing purposes.
- Ensure retention and growth of client Medical Aids
- Regular client visits on a national basis
- Regular update reports to the Netcare 911 Medical Director
- Took ownership and responsibility for all medical schemes and scheme related activities.
- Target and acquire new medical scheme clients
- Monitoring integrity of information on in-house systems
- Compilation of monthly Medical Aid reports on Excel

- Tertiary qualification, ideally in Health / Insurance / Finance / Client Relations
- Administration, liaison with employees and managers, resolution of problems and general queries
- Financial exposure to managing claims accounts and reports
- Team player with the ability to work independently under pressure and meet deadlines
- Able to inspire confidence and build consensus with fellow colleagues, managers and clients.
- Very thorough with high attention to detail and accuracy.

1995 - 2002

Trigate

National Product Manager – Emergency Services

Professional Experience

- Acquiring, developing and retaining specialist knowledge relating to the assigned product range.
- Training customers to an acceptable level of competence regarding the use of the product.
- Working in association with the Product Manager to promote the product range and to develop sales leads and translate these into an acceptable sales performance levels in terms of the set budget and the actual market potential.
- Co-operating with and pro-actively assisting the Product and Sales Managers to develop a clear, concise and effective marketing plan for each of the product encompassed in the range. This is to be followed up by a detailed line item sales plan in writing.
- Supporting the entire sales and marketing process for the product range on an assigned regional basis, when redesigned to Product Specialist.
- Effectively dealing with and being available 24hrs a day to handle queries, problems, trouble shooting and product complaints by end users. This is due to the life saving nature of the respective products.
- Holding full and detailed knowledge on an ongoing basis, regarding competitors, developments in the market, theory of operation, practical usage, clinical technique, trouble shooting, trend identification and market potentials. To consolidate this information and provide a feedback loop to the Product Manager to develop market strategies.
- The compilation of weekly and monthly Sales and Activity Reports which are present to the entire sales force, product managers and directors in a weekly meeting.
- Identifying and nurturing relationships with the key decision makers in the market place, pertinent to the respective product range.
- Having input to the budget process tracking sales achievements in relation to these set budgets.

1991 - 1995

Milpark Hospital

General Registered Nursing Sister – speciality (emergency room) Trauma & ICU

Professional Experience

- Conducted employee screening, vaccination and employment related testing
- Ensured joint commission compliance and confidentiality
- Team member skills – supportive and collaborative with co-workers
- Served as active member within the organisation in variety committees
- Served as a preceptor for nursing students in training
- Directs and supervised nursing services in accordance with medical and other regulatory standards
- Facilitates development of department mission, goals, policies, procedures, budget, work standards

- Compiles/analyses data, prepares and presents statistical information on department performance, productivity, activity.
- Oversees nursing care essential to the assessment, promotion, maintenance and restoration of patients health and wellness
- Oversees patient needs and suggests solutions to patient care problems
- Conducted professional services according to written administrative and clinical guidelines as promulgated by nursing act
- Identifying and managing life-sustaining physiologic functions in unstable patients
- Critical thinking to intervene with appropriate intervention for urgent/emergent care. Care of the acute and critical ill patients with advanced cardiac monitoring
- Ensures the development and delivery of nursing education to staff
- Maintains knowledge of trends and developments in the field by reading appropriate articles, journals and related material and by attending seminars, conferences
- Regularly contacts physicians and staff in other emergency clinics in order to identify and resolve problems.
- Related work as required including departmental policies and procedures
- Conducted special projects as directed by management requests.

Professional Essential Responsibilities

- The diagnosing of a health need and the prescribing, provision and execution of the nursing regime to meet the need of the patient or group of patients.
- The execution of a program of treatment or medication prescribed by registered person for a patient.
- The treatment and care and the administration of medicine to the patient, including the monitoring of the patient's vital signs and his reaction to disease conditions, trauma, stress, anxiety, medication and treatment.
- The prevention of disease and promoting of health and family planning by teaching and counselling with individuals and groups of persons.
- The prescribing, promotion or maintenance of hygiene, physical comfort and reassurance of the patient.
- The promotion of exercise, rest and sleep with a view to healing and rehabilitation of the patient.
- The facilitation of body mechanics and the prevention of body deformities in a patient in the execution of the nursing regime.
- The supervision over and maintenance of a supply of oxygen to a patient
- The supervision and maintenance of body fluids, electrolyte and acid-base balance of a patient. (Basic IV Y central line skills and knowledge of patients hemodynamic
- The facilitation of the healing of wounds and fractures, the protection of the skin and maintenance of sensory function in a patient.
- The facilitation of the maintenance of body regulatory mechanisms and functions in a patient.
- The facilitation of the maintenance of nutrition of a patient.
- The facilitation of communication by and with a patient in the execution of the nursing regime.
- The facilitation of the attainment of optimum health for the individual, the family, groups and the community in the execution of the nursing regime.
- The establishment and maintenance in the execution of the nursing regime of an environment in which the physical and mental health of a patient.
- Preparation for and assistance with operative diagnostic and therapeutic for the patient.
- The co-ordination of the health care regimes provided for the patient by the other categories of health systems.

- The provision of effective patient advocacy to enable the patient to obtain the health care he needs;
- Care of the dying patient and the care of a recently deceased patient within the execution of the nursing regimen.

Temporary Night Nursing Senior Manager

- Responsible for managing the nursing staff of the emergency department ensuring the needs of each are met.
- Monitoring night operating activity of the emergency department such as work load, staff productivity & knowledge for the placement to patient
- Prepares various reports in order to effectively plan emergency resources
- Responsible for maintaining properly operating medical equipment and instruments for emergency room.
- Participates in multi-disciplinary staffing
- Maintain documentation on all records in accordance with regulation and guidelines
- Counselling with traumatised patients and family

ACHIEVEMENTS & AWARDS

- Top Senior Medical Corporate Executive - Netcare 911 2002 - 2004
- Top National & International Product Manager - Trigate 1995 - 2002
- Past Diploma with honours
- Director's Trophy for "Best Academic Student"
- Director's Trophy for "Best Practical Student"
- Logistic Manager on the Tsunami rescue medical team in Phuket 2004

REFERENCES

- Dr Ryan Noach - Previous Chief Operating Officer Netcare
- Dr Howard Glazer - New York -
- Dr Walter Kloeck - Chairman Resuscitation Council of SA
- Mande Toubkin - National Trauma Co-Coordinator Netcare
- Alan Goldblat - Managing Director SSEM