

CURRICULUM VITAE

BRENDA ELIZABETH LOCKIE

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Personal Data

Surname	Lockie
First names	Brenda Elizabeth
Date of birth	6 May 1958
Marital status	Married (no children)
Country of origin	South Africa
Immigration status	New Zealand Citizen
Drivers license	Full unendorsed and International driving permit
Home language	English
Other languages	Afrikaans (speak, read and write) French (speak, read and write)
Health	Excellent, non-smoker

Educational Qualifications

School attended	Wynberg Girls High School Wynberg, Cape Town (1971 - 1975)
Highest standard passed	Matriculated with full University Exemption
Subjects	English, Afrikaans, Biology, Art, French, English Literature
Leadership role	Chairperson French Club

Higher Education

College attended	Carinus Nursing College Observatory, Cape Town (1976 - 1979)
Diploma obtained	General Nursing
Distinction obtained	Social Sciences
University attended	The University of Cape Town Rondebosch Cape Town (1982)
Achievements	Completed first year of B.A. in Fine Arts passing all prescribed subjects
University attended	The University of Stellenbosch Stellenbosch, Cape (1983 - 1985)
Degree obtained	Bachelor of Arts in Graphic Design (B.A.)
Distinctions obtained	French I, Business Psychology
Additional subjects taken	French I, Computer Programming, Business Economics
Leadership roles	Restarted and administrated the University Karate Club for one year. Volunteered to be the first female to join a student-operated sales company, becoming the leading salesperson during that period, and eventually leading my own sales tour.
Extra mural activities	Karate, tramping, jogging, horse riding, cycling, gym, reading
Postgraduate study	
University attended	The University of Stellenbosch Stellenbosch, Cape (1987 - 1989)
Degree	B. A. Honours in Medical Illustration (incomplete)
Leadership role	I initiated a course in Medical Illustration at the Medical School of the University of Stellenbosch, after extensive research and liaison between both the Medical School and the Faculty of Arts, submitting a proposed prospectus for the course on a trial basis.

Special courses undertaken	I attended anatomy dissection classes and undertook research in the anatomy museum at the Medical School of the University of Stellenbosch.
Reason for incompleteness of course	I had the opportunity of investigating a revolutionary art medium and discipline called Desktop Publishing, which I believed to be the ideal medium in which to produce my medical illustrations, rather than the outmoded and laborious traditional method then used.
University attended	Southern Cross University (April 2000 – December 2004) Lismore, New South Wales, Australia (In partnership with Manukau Institute of Technology Business School)
Degree Obtained	International Master of Business Administration (MBA)
Distinctions obtained	Processes of Management Contemporary Trends in the Business Environment
Achievements	Undertook MBA in a part-time capacity whilst in full-time employment Completed two subjects whilst simultaneously travelling overseas for the duration of three months
Extramural activities	Gym, reading, travel, kayaking, horse riding, hat-making

Additional courses and qualifications	<p>The Dale Carnegie Sales Course (8 February - 8 May 1989)</p> <p>Diploma in Teaching English as a Foreign Language - TEFL (1991) Endorsed for ESP: Academic and Medical purposes. Awarded by the TEFL Training Institute of Ireland and syllabus validated by the Council of Europe.</p> <p>Certificate in Effective Communication (1997-1998) Awarded by Manukau Institute of Technology on completion of Neuro-Linguistic Programming (N.L.P.) Part 1; Part 2 and Part 3.</p>
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Employment History

Name of company	SAS Sport Ltd Auckland (May 2005 to present)
Current position held	Sales and Marketing Manager
Job Description	Total responsibility for all sales and marketing initiatives in New Zealand with a view to developing business internationally.
Main duties	Reporting to the Managing Director, total responsibility for maintaining and growing customer base as well as identifying new sales targets and opportunities; Identifying and prioritising marketing initiatives and strategies both in New Zealand and internationally; Managing the Sales team; Recruiting and training Sales and Customer Services Staff including creation of job descriptions and employment contracts; Embracing all aspects Staff sales management and performance.
Additional duties	Managing Human Resource issues concerning all staff; Website management; Creation of promotional material; Implementation of Customer Relationship Management (CRM) system; Sourcing and deployment of relevant technical support structures such as laptop computers; mobile telephones and company vehicles for sales staff.
Achievements	Accurately identified the need for and successfully employed a Customer Services and Sales Support person; identified the need for and successfully implemented a CRM system; Identified and advised General Manager of need for implementing change management strategies pertaining to production staff; Formulation and implementation of sales national sales strategy.
Name of company	Advanced Surgical Technologies Ltd (AST) Auckland (19 July 1999 – 31 May 2004)
Position held	Sales Manager New Zealand

Job Description	Completely autonomous role with sole responsibility for all sales and marketing initiatives throughout the New Zealand territory.
Main duties	In sole charge of running all aspects of the New Zealand office which included the overseeing of two administrative staff members; Maintaining and growing client base consisting of Specialist Orthopaedic, Neuro and Plastic Surgeons; Setting sales projections; Full responsibility for all aspects of trade exhibitions; Surgeon, Registrar and Operating Theatres Staff product in-service training; Attending surgeries as a Technical Advisor
Additional duties	Attending Industry Management meetings; Monitoring changes in the New Zealand macro and micro environment impacting on the Healthcare industry; Keeping abreast with published clinical studies; Staff Training
Achievements	As well as having consistently increased sales in all product categories, I successfully implemented new product launches, major price adjustments and substantial Agency product handovers. I was awarded a trophy by a supplier for “exceptional achievement in sales” and received frequent, very positive feedback regarding booth design at trade conferences. I proved my ability to negotiate with the highest level of Health Management personnel in my dealings with Orthopaedic Surgeons, Neurosurgeons, Plastic Surgeons, Departmental Heads, including the President of the New Zealand Orthopaedic Association, and top management of the Accident Compensation Corporation, with whom I secured major contracts. I was the longest serving AST sales employee of four years and ten months.

Reason for leaving	With the advent of a hugely increased workload which, added to the 24/7 on-call, required evening and weekend work in addition to extensive travel, I no longer had the 15-20 hour per week study pre-requisite for continuing with my MBA, and made the very difficult decision to resign my position with AST in order to complete my MBA full-time (June 2004 – December 2005).
Fringe benefits	Company car; cell phone; laptop; autonomous expense account; airport lounge membership; travel to Australia.

Name of company	Surgico Medical and Surgical Auckland (March 1998 – July 1999)
Position held	Orthopaedic Product Specialist
Job Description	<p>This challenging Product Specialist position covered the entire New Zealand with my main client base being Orthopaedic Surgeons and Neurosurgeons.</p> <p>My main responsibilities included regular calls on existing and new clients; the processing of correspondence; the organising of follow up activities for clients as well as instrument loan set management, which included staff training.</p> <p>Special emphasis was placed on being the first in New Zealand to market and sell Arthroscopic Sports Medicine implants and devices. Seventy percent of my regular activities involved product demonstrations and training to Nurses and Surgeons, and attendance during surgery as a Technical Adviser. Price setting was carried out jointly between me and the CEO.</p>
Achievements	<p>Established and grew the arthroscopic sports Medicine product range throughout New Zealand, eventually being recognised by Surgeons as a “clinical resource” in this new and exciting field of Orthopaedic Surgery.</p> <p>Additionally, I grew the client base and increased sales of the remaining products to the extent that throughout the years after leaving Surgico, I was approached on numerous occasions by the CEO with an offer to re-consider joining the company once more.</p> <p>My combined booth design and product presentation at the annual New Zealand Orthopaedic Surgeon Conference as well as the Peri-operative Nurses Conference, won the “best stand” award for Surgico on both occasions.</p>
Reason for leaving	I was head-hunted for, and accepted the position of Sales Manager with Advanced Surgical Technologies.

Fringe benefits	Company car; cell phone; laptop; expense account; airport lounge membership; international travel.
Name of company	EBOS Group Limited Auckland (1 February 1997 – 24 October 1997)
Position held	Orthopaedic Product Specialist
Job description	<p>My principal product responsibility lay with one major international Agency. However, it also included additional agencies as well as the responsibility for establishing a “specialist role” for Biogel surgical gloves. Duties included all of those incorporated in my previous position with EBOS, with added emphasis on significantly raising the profile of my primary agency and the establishing and implementing of strategies. The training of Customer Service and Warehouse staff on the product range as well as on instrument Loan Set management, was entirely my responsibility.</p> <p>My main client base consisted of Orthopaedic Surgeons and part of my role was to act as a Technical Advisor in the Operating Theatre during surgery. My area had expanded from my previous role to include the entire North and South Islands.</p>
Achievements	Orthopaedic sales increased by 120% within six months. Biogel glove sales increased fourfold in the same period.
Reasons for leaving	Towards the end of 1997, the position was restructured to operate from Australia. Simultaneously, I was approached by my previous EBOS Manager, who was then working for Boston Scientific as New Zealand Sales Manager, to join their team in Auckland.
Fringe benefits	Company car; cell phone; laptop; expense account; airport lounge membership; international travel.

Name of company	EBOS Group Limited Auckland (27 June 1994 – 31 January 1997)
Position held	Hospital Representative
Job description	<p>Maintain and strengthen existing client relationships as well as develop new business relationships.</p> <p>Actively seek new opportunities in the market to establish a business presence.</p> <p>Set pricing structures and strategies, and fix quotations for new orders.</p> <p>Seek and receive training in existing and new product lines, in order to effectively demonstrate and deliver in service training to clients.</p> <p>Co-ordinate the acquisition, in service training and after sales service of product lines.</p> <p>Supply feedback to the manager of the Hospital Division, in order to establish effective marketing.</p> <p>Identify and liaise with key decision-makers to facilitate product sales.</p> <p>Liaise with manufacturers and suppliers of products to provide an efficient service to the client.</p> <p>Effectively manage a given territory.</p> <p>Plan and participate in trade conferences and exhibitions.</p>
Additional duties	<p>Product training to customer services and new representatives</p> <p>Consultant to management on marketing strategies</p>
Achievements	<p>My territory sales progressed so well, that within a year, we were justified in introducing another representative to share the area with me. Out of sheer persistence, I managed to resurrect the waning vascular graft business with our biggest client and additionally was able to land two very significant contracts, which had far reaching implications for EBOS Group Ltd.</p>

Reason for leaving	I was promoted to Product Specialist for Orthopaedics with EBOS Group Ltd, after they acquired a major and lesser, Orthopaedic Agencies for the first time.
Fringe benefits	Company car; cell phone; laptop; expense account; international travel.

Name of institution	George Eliot Hospital Nuneaton, England (August - October 1993)
Position held	Staff Nurse – Operating Theatres
Job description	Scrub nurse in charge of General Theatre in a 500 bed District General Hospital.

Name of agency	Kare Plus / HML Birmingham, United Kingdom (March 1992 – July 1993)
Nature of business	These are employment agencies that supply nursing staff to various Institutions on contract basis
Position held	Registered Nurse / Charge Nurse
Job description	I worked for both agencies simultaneously, accepting shift work at Retirement Homes and Private Hospitals.
Comment	During this time I was exploring the market for a position as a Medical Representative. Through dealing with representatives from large pharmaceutical houses, I was invited to go on calls to clients.

Name of firm	Desktop Technologies Cape Town (October 1988 - July 1991)
Nature of business	This company specialises in the development and marketing of state-of-the-art computer technology, with special interest in all aspects of desktop publishing.
Position held	Technical Sales Consultant / Accounts Executive

Job description	<p>The formulation, implementation and re-evaluation of sales techniques and marketing policies in this new company</p> <p>To familiarise myself and keep up do date with all relevant hardware and software in our field</p> <p>To establish a client base</p> <p>To create a comparative cost benefit analysis on behalf of the prospective client</p> <p>To form an effective bridge between client and technical support personnel</p> <p>In charge of sales follow up, public relations, promotions and record keeping.</p> <p>Produced in-house advertising and artistic promotional material</p>
Reason for leaving	My husband relocated to England to pursue a career in Anaesthetics.
Fringe benefits	Thirteenth cheque (Standard South African Bonus), medical aid fund, company car

Nature of institution	Edgehill Nursing Home Greenpoint, Cape Town (March 1988 - October 1988)
Position held	Staff Nurse (short term whilst studying for B.A. Honours degree)
Job description	To supply medical and psychological care to the elderly, and administrate the nursing home itself.

Name of institution	Green Pastures Rest Home Durbanville, Cape Town (1987 - 1988)
Position held	Staff Nurse (night duty and weekends whilst studying for B.A. Honours degree)
Job description	To supply medical and psychological care to the elderly, and provide training to junior staff.
Name of firm	Duplex Importers and Distributors Stellenbosch, Cape (April 1983 - February 1988)

Position held	Marketing Consultant (During University breaks)
Job description	A member of a countrywide student tour group involved in door to door sales. During term time, I performed office work for the company.
Additional function	I designed the logo, advertising material and T-shirts for the company. I was in charge of float design and building, which served to represent the company at Stellenbosch Universities "Carnival" every year.
Achievements	During 1987 I was the top Salesperson (600 agents). I was eventually elected tour leader.

Name of organisation	South African Defence Force Bushmanland, Namibia (December 1980 - December 1981)
Position held	Staff Nurse (civilian)
Job description	It was my responsibility to run the medical clinic and visit outlying Bushman camps, where I would diagnose and treat patients. I additionally instructed the Bushman on basic hygiene and taught medical procedures to the army medics.
Achievements	I worked with an American anthropologist and ethnographer, which culminated in a preliminary study of Bushman medicine. I produced an animated video for teaching purposes.
Reason for leaving	My application to study towards the B. A. Fine Arts degree was accepted.

Name of institution	Groote Schuur Hospital Cape Town (March 1976 - June 1980)
Position held	Student Nurse
Job description	I followed the prescribed curriculum toward the qualification of Registered General Nurse
Reason for leaving	Successful completion of Nursing Diploma

Additional Short Term Employment

Name of institution	Chaim Sheba Hospital Tel Aviv, Israel (February - April 1986)
Position held	Staff Nurse (volunteer)
Job description	Nursing Care and Medical Illustration Consultant

Name of firm	Kirby - Heritage Promotions Cape Town (1988)
Position held	Sales Consultant (Part time basis, while a university student)
Job description	Direct sales to private homes and businesses
Achievements	Awarded a certificate for "Outstanding Accomplishment in Sales"

Name of firm	Drs. Herr, Hotz & Rosenberg Johannesburg (July - October 1980)
Position held	Practice Nurse
Job description	Assisted the General Practitioners in patient care, medical procedures and patient counselling

Freelance work	From 1987 - 1995, I accepted commissions for graphic design and various art work for exhibition
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General

Present outside interests	I take a great interest in business, the arts and all current global affairs. I enjoy travelling the world and during leisure time I enjoy reading, gym, walking, painting and hat-making (www.affordablehats.com)
Current membership	The Nursing Council of New Zealand; Greenpeace; MBA Association; The Northern Club, Papakura Art Group.

References

References	Available on request
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