

# Valerie Pienaar – BLC Manager

She likes to move boundaries. She believes in adding value wherever she goes and knows that maintaining a balanced life is crucial. Her friends describe her as a dedicated, determined and dynamic woman with a warm and caring heart. Some of them even say she has a fire-cracker personality .....

Valerie is a go-getter who is never demotivated by obstacles. On the contrary, she welcomes them! She faces challenges head-on and gets results; very often exceeding expectations. She thinks outside the box and has a way of getting a message across with passion and energy. She is able to envision where an initiative should be and then just makes it happen. Thinking big and then putting it into action is her strength.

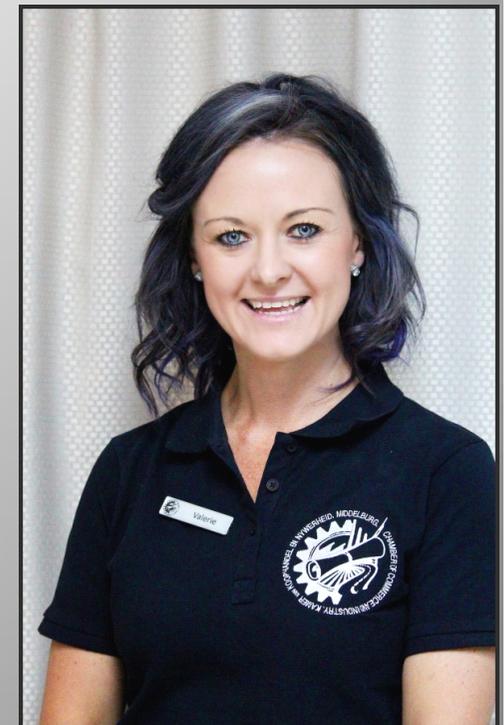
Valerie has a great love and passion for horses and has two of her own. “They make me brave.” In the animal kingdom she identifies with horses most, as they symbolise personal drive, passion and have an appetite for freedom. “Horses show a strong motivation that carries one through life.”

She had a fairy tale wedding at the Dunkeld Country Estate, magically set in the forest and complete with horse and carriage. She has been married now for 8 years and she and her husband have been blessed with two little blue-eyed princesses. “We are very supportive of one another. Laughter is part of our day, and we enjoy the little things in life.”

Valerie has a BCom Honours degree in Marketing Management. She completed her Management Development Program B-BBEE with UNISA, completed her Executive Development Program at Wits Business School and is a qualified broker for insurance and risk management, an accredited business advisor, a B-BBEE specialist and a project manager for various corporate organisations, both local and international.

She has been with the Chamber ten years....”I have great passion for the Chamber and my fellow employees and especially my team... I travelled to the UK, Germany and Doha, to mention a few places; I was privileged to be part of international projects together with Leeds City Council, Jobs for the Future and the Australian Chamber of Commerce and Industry. She has also obtained a few government contracts for Skills Development. The business unit has succeeded in securing many awards for the Chamber over the years.”

**What we don't know about her ? She competes in two equestrian sports - show jumping and dressage . She doesn't wear contact lenses and she is not a good cook.**



**Motto in life –  
Be fearless in the  
pursuit of what sets your  
soul on fire....**