

About The Author

Sid Peimer is qualified in Pharmacy and holds an MBA from the University of Cape Town. He is a frequent speaker, trainer and strategist for Government, the Private Sector and Non-Profits. He is appreciated for both his practical insights and the entertaining way he delivers his message

His working life has the semblance of an adventure novel, including: shop assistant, copywriter, creative director, franchise manager, retail & wholesale pharmacist, laboratory assistant, river guide (level 1), professional actor, karate instructor (black belt), lecturer and motivational speaker. Sid has also served as strategic planner for Ogilvy Advertising and Leo Burnett, responsible for the strategy of many blue chip global brands.

Sid is the resident strategist for the full service advertising agency BEHP, and is the owner of Stratplanning.

He is married to Shayna. They live and work in Cape Town, South Africa.

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