



# Jacques Velleman

Jacques spent the first five years of his career at Price Waterhouse Coopers, the largest professional services firm in the world, after which he founded a professional service firm in Cape Town. He subsequently served as board member and Chief Financial Officer for various companies.

At the age of 28, he was appointed Financial Director of ER24 and together with the CEO lead the company through a massive acquisition campaign.

At IQ Business Group he started a specialised accounting services division which became one of the most profitable during his tenure. He was recognised with the highest possible award at the company prestigious annual awards evening. He built a team of 15 specialised accountants and process engineers from scratch with a team spirit that surpassed the sometimes monotonous work they had to do and delivered exceptional work with clients winning contracts again and again.

In 2010 Jacques became a shareholder and part of the executive team at E-Logics. He championed an initiative that led the company to become a Best Employer recognised company and created a winning team culture which resulted in the highly successful Imperial Group to purchase the company.

In 2012, Jacques decided to go on his own and started Centred, with the purpose of helping companies succeed in South Africa. He initiates growth by creating winning strategies and teams.

Centred has since helped many companies to grow employee engagement and profitability significantly. He is a regular speaker on leadership and has been invited to talk on Classic FM's business show.



## CONTACT

[jacques@centred.co.za](mailto:jacques@centred.co.za) | +27 11 465 2990  
[www.centred.co.za](http://www.centred.co.za) | [www.thebusinessbookclub.org](http://www.thebusinessbookclub.org)

# Winning Teams Coach | Business Coach | Speaker

Jacques is an experienced entrepreneur and business improvement specialist who helps leaders transform their companies into successful enterprises in today's competitive world. Jacques assists clients to develop a winning team culture, where the building of trust is a cornerstone of his methodology. And ultimately leads to surpassing company goals.

Jacques is also crazy about books and knowledge, and sharing it with others. In April 2017, his brainchild, The Business Book Club, was formed. This is a non-profit organisation with a purpose to provide knowledge to those who do not have access to it. Each month, Jacques interviews South African authors, whose stories and books inspire and impact readers to grow, learn and embrace business and life.

Through conversation with the author, interaction with the audience, and networking with entrepreneurs, knowledge is gathered on how to grow and change in the business environment and to gain leadership skills. Anyone can attend and a book donation is requested from attendees instead of an entrance fee.

Jacques is passionate about developing people, businesses and South Africa and is dedicated to helping bring out the best in each individual in order to realise the true potential of a company. His financial background has given him an extremely important understanding of how numbers tell a story in a business. It is his mission to help companies rewrite the story to one of optimum profit margins, success, legacy, collaboration and equanimity.

If you would like to talk to Jacques about helping your company succeed, please email him [jacques@centred.co.za](mailto:jacques@centred.co.za) or call the office on 011 465 2990.

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