



Yolana Friedmann

Yolana Friedmann is currently the CEO of the Endangered Wildlife Trust (EWT), one of the largest conservation NGOs in southern Africa. Yolana has a background in Veterinary Nursing (from the Onderstepoort Veterinary Faculty, University of Pretoria), a BA in English and Communications, an MSc in Environmental Studies through WITS and an MDP (Programme for Management Development) at the Gordon Institute for Business Science (University of Pretoria). Yolana is a member of the Golden Key International Honour Society.

She began her career as a lecturer in Animal Health and Veterinary Technology at an agricultural college in (then) Lebowa and ran a community service veterinary clinic. She has worked for the EWT since 1995 in positions ranging from volunteer, to veterinary assistant, to programme manager, Conservation Manager and finally was promoted to the CEO position in 2007.

Career highlights include establishing a regional network of the Conservation Breeding Specialist Group (of the IUCN's Species Survival Commission) in southern Africa and project managing and editing the *Red Data Book of the Mammals of South Africa* (2004) – the most comprehensive Red Data Book in southern Africa covering all of South Africa's 295 terrestrial and marine mammals. Yolana was also a co-author of the biodiversity chapter in the climate change book *Bending the Curve*.

Yolana is involved in many levels of conservation leadership and development and chaired the IUCN South African National Member's Committee and the Regional Advisory Committee of the IUCN's Regional Office for Southern Africa (ROSA) for 2 terms. She is currently the first South African to serve as a Regional Councillor on the Council of the IUCN (International Union for the Conservation of Nature) and chairs the IUCN's Constituency Committee. She is a Board member of the Mazda Wildlife Fund and of *Indalu Yethu*, the South African Environmental Campaign. Yolana is also a member of the Institute of Directors (IoD) and sits on the IoD Sustainability Forum. She has further been invited to sit on the South African advisory committee of the United Nations Global Compact.

A key focus of Yolana's career has been leadership development, management and strategy facilitation, and she has participated in programmes such as the University of Pretoria's Gordon Institute for Business Science *Nexus* Development Programme, the Leadership for Conservation in Africa council, the African Leadership Seminar and is a Fellow of the Archbishop Tutu Leadership Fellowship. Yolana has done a lot of strategic planning for NGOs as well as in the corporate sector and has developed key strengths in strategy development and planning facilitation.

Personal achievements include completing numerous ultra distance running and cycling events including the Comrades, Long Tom and 2 Oceans Marathons and staged Mountain Biking events, as well as dog training and horse riding as often as possible.