

Candidate Profile



Ronel Cassim
 Manager, Credit Control
 lemas Trade Co-operative



Academic Credentials

Ronel Cassim completed her Certificate in Banking through IOB, her Diploma in Banking through IOB and has almost completed her Advanced Diploma through Unisa.

the lemas diversity forum where issues like culture and gender differences are discussed.

Current Work Description

As a credit control manager at middle management level, Ronel's responsibilities are risk management and reduction and management of bad debts. She ensures that the relevant procedures have been followed when writing off debts, reconciling monthly debtor's accounts and charging interest on all debts. She is also responsible for ensuring that collection measures have been progressive, including the sending of reminders and making personal contact.

Personal and Professional Learning Objectives

Ronel's learning objectives for this programme are to:

- Improve her people management skills because people make an organization, and
- Gain a more detailed understanding of other cultures and develop the skill, when working with people from different cultures, to incorporate that understanding into her responses and actions.

Business Credentials and Skills

Ronel's 'investigative skills' quickly lead her to the root of any problem which contributes greatly to her ability to resolve conflict. She is a fast learner and a good communicator, and can convey what she has learnt or understood to others. She is a good listener and handles stressful situations very well – in fact she sees these situations as a challenge rather than obstacles. She is focused, easily adapts to change and can change her mind if the facts are laid on the table. She has the privilege of being part of

Personal Information

Ronel Cassim is the mother of two wonderful children, Gerard aged ten and Keziah aged five. Her hobby is playing netball and studying. She has fulfilled various roles including Vice-President of the National Sports Council for Gauteng South from 1997-1999, Secretary for the National Sports Council Gauteng Region from 1998-1999, Secretary of the Vaal Netball Team 1997 and Captain of the Alridge Netball Team from 1996-2000.