



**Short Introduction:**

Alan is a leading expert in the development, and provision of innovative employee wellness strategies enabling business enterprises throughout South Africa to mitigate the threat of HIV and AIDS and other associated health and wellness risks. He has developed numerous outcomes based wellness training modules. His personal energy and unique and professional facilitation skills have inspired many. Alan is a sought after motivational speaker, conference facilitator and master of ceremonies.

**Author**

- Positively Alive, Published by Jacana 2005
- Positively Alive Recipe Book Published by Micromega Publication 2014
- A Z Z of HIV Informational Booklet - Published by Micromega Publication 2017
- Positively Alive Recipe Book Second Edition Published by Micromega Publications 2022

Creator and administrator of a very successful web-based support, information and counselling resources network for HIV+ men in South Africa. In 2018 Alan established an online HIV training programme in association with UCan courses: Living Positively Alive with HIV; is a 9 module step-by-step digital course that walks delegates through exactly everything you need to know about HIV/AIDS.

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**Detailed Profile:**

Alan Brand – Lives openly with his HIV status and is dedicated to making a difference by breaking the silence and changing the mind-set of those he comes into contact with.

After completing his studies, Alan worked for a period of 23 years in a various positions throughout the hospitality, tourism and catering sector of South Africa. In January 1997, while working as a District Manager, at Fedics Food Services, he was diagnosed with HIV. He joined The Fedics Group HIV/ AIDS Committee in 1997 and was elected chairperson in 1998. He received the Group Managing Directors Special Recommendation Award for his work as chairperson of The Fedics Group HIV/ AIDS Committee in 2000.

Appointed 2001 - Group National HIV/AIDS Manager for the Fedics Group (Now called Tsebo Outsourcing Group). In 2006, this title changed to Group Wellness Manager (HIV/AIDS), strategically positioning him to effectively and holistically develop and implement employee wellness initiatives for an employee workforce of 15 000.

Appointed in July 2003 - Hospitality and Tourism Sector Representative on the South African National AIDS Council (SANAC). Alan is the founding member of the HIV/AIDS Forum of the hospitality industry. During his term of office he co-author a resource guide entitled "Managing HIV/AIDS for South African Tourism and Hospitality Companies" This handbook has greatly enhanced the sectors ability to mitigate and manage the incidence of HIV/AIDS.

He has project managed the ground-breaking approach to the treatment of HIV/AIDS through the introduction of a focus on nutritionally enhanced food products in the workplace. The initiative engages the hospitality sectors core competency to enhance immune wellness and thereby providing a positive impact on general wellness of all employees.

Alan says, "Most organisations in South Africa have some form of in-house HIV management programme however few have considered the benefit of directly addressing the nutritional intake of employees infected with HIV. We want to place the focus on living with HIV, not dying of AIDS. While good nutrition will not cure HIV/AIDS, it most certainly can help maintain and improve health. It will also assist in generally boosting the immune levels of all employees thus having a direct and measurable impact on bottom line productivity and the reduction of the costs associated with HIV and AIDS in the working environment."

**HIV initiatives receive international recognition and awards.**

During 2005 Fedics, the diverse contract catering division of the Tsebo Outsourcing Group was a finalist in the Global Business Coalition on HIV/AIDS Awards for Business Excellence in the category "Utilising Core Competency". Receiving international exposure, when this initiative featured in the awards publication, distributed at the international awards gala in Washington DC.

**Establishment of Employee Wellness Consultancy Services**

Since establishing his own employee wellness consultancy business in 2011, Alan continues to provide the services of employee wellness consultant and specialist wellness trainer, HIV/AIDS programme co-ordinator and employee assistance practitioner (EAP) to the Tsebo Outsourcing Group and an impressive customer base. By developing innovative and customised wellness initiatives for SMME's, large corporate organisations, businesses and government department, Alan has been able to reach a broad spectrum of employers, employees, associations and organisation in Southern Africa.

**Author and motivational speaker:**

Alan's writes monthly articles for the award winning wellness publication "The Ripple Effect" and is the guest editor of The Ripple Effect World AIDS Day special edition distributed throughout South Africa. These articles have been an inspiration to many people.

During 2004, Metropolitan commissioned Alan to publish his journals/diaries on the Metropolitan website [www.RedRibbon.co.za](http://www.RedRibbon.co.za) as part of their Living with HIV diary project.

During 2005, he completed a book detailing his experiences in living and thriving with HIV. This book entitled "Positively Alive", published and distributed through Jacana Media. Copies of his book are available at Exclusive Books or alternatively by ordering it on line at [www.lulu.com](http://www.lulu.com) or [www.amazon.com](http://www.amazon.com).

His second book "Positively Alive Recipe Book", published in 2014 by Micromega Publications, provides immune boosting recipes as well as information on nutrition and diet for people living with HIV. The second edition of the Positively Alive Recipe Book was published in 2022 and is available from: Micromega Publications: @ Land Line: 031 573 1048 or order directly from their online Store: [www.madeindurban.co.za/HOME/](http://www.madeindurban.co.za/HOME/)

Alan features in many publications and newspapers amongst others:

- You, Huisgenoot and the Drum Magazines
- Business Day
- South African AIDS Journal
- The Sowetan
- The Star
- Beeld
- AIDS Management Report
- HR Magazine

Television and Radio interviews that have been conducted with Alan include Real Talk with Anele on SABC TV3, NBC late night news, E-News, SABC, TV2 Good Morning Live, TV3 Doctors Orders, Tourismbiz, 702 and Cape Talk, Kaya FM, East Coast Radio, SAFM, Algoa FM, and many other community based radio stations.

In October 2008, Alan created the very successful internet support and information social web-based network "Positively Alive". Positively Alive provides a free resource service as well as counselling, information and support/forums for HIV+ gay, bisexual and transgender men and MSM in South Africa. [www.PositivelyAlive.com](http://www.PositivelyAlive.com)

Alan's activities as a motivational speaker, conference facilitation and training provider are too many to mention. Please enquire for a full reference list of clients and customers if required.

**Alan Brand**  
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