

# Nathan Jeffery

dj | developer | consultant | investor

*A Short personal bio, structured according to guidelines by UNISA.*

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A strong willed and driven person, self motivated and goal orientated, my name is Nathan Jeffery and I am an entrepreneur. I am an active member of two going concerns; a business development consultancy called Uranium Studio and a web development company called *MyEcommerce*. I believe in the value of having a personal brand, and this influences all of my interactions with people on a daily basis as I try to add value to my own brand. I have a positive attitude towards life and view most challenges as opportunities rather than as threats. I am accurate, procedurally minded, quality and service conscious.

Born in East London, in 1985 my family moved to George in 1987, soon after this my brother was born. I grew up in George in a Christian household with my mother, father, and brother. Both of my parents have worked ever since I can remember. My father's, father died when I was about seven years old, and at the same time my father was retrenched from a position he had held for many years. My father decided to start his own business, but with a lack of business administration skills, and with the stress of dealing with losing his father, he spun into a deep depression, and ended up needing to declare himself bankrupt.

My dad showed me that it does not matter what you do but, rather you do something, by working as a security guard, labourer at a brewery and numerous other high work and low pay jobs to be able to bring in an income.

My parents do not have tertiary qualifications, although my mother has a secretarial certificate and my father attended many on the job sales and marketing courses, during the course of his career. My parents have always stressed the importance of education but were not in the position to fund my post school education.

One of my uncles has received a PHD, was professor and dean at Nelson Mandela Metropolitan University and is currently working closely with the Minister of Education, Naledi Pandor on a special education task team. Many of my cousins are medical doctors and I would like to be the first person on my side of the extended family with a degree.

As both of my parents worked, I attended Whinny the Pooh day care and soon become known as a talker. I went on to The Finch Nest pre-primary school where I was one of few English children in the school and was in class with all of the other English learners, many of whom I remained friends with over the years. I attended George Preparatory School and then Outeniqua Primary until the end of grade seven. I started high school at P.W. Botha College, but left school in grade eleven to complete my grade 12 certificate in that same year as a private candidate through Intec College. I have completed various other credit bearing and non credit bearing courses since leaving school including; Pastel 6 and Microsoft Excel at Nelson Mandela Metropolitan University in George as well as, Small Business Sales and Marketing Skills, though the Microsoft Partner Programme.

I had the privilege of being in class with some truly gifted Teachers and experienced some bad ones too. I do not like working with teachers that are only in it for the money, as their heart is not in it and the way that they bring the message and lesson across is not as powerful, they are not usually as committed to learner achievement as a born teacher.

I excelled at Mathematics and Science from a young age and achieved highest marks in my standard for grade eight and nine. In grade ten I lost interest in school, as I was working between 48 and 60 hours a week as well as participating in Horse Riding and Latin American dancing, my mathematics marks, dropped from here on and I lost touch with some of the important fundamentals of calculus and graphical representations.

From the beginning of school, I was forced to take part in school plays, and sports days as well as do physical education, which I viewed as a form of child abuse, doing physically exhausting and strenuous activities against my will. I have grown to hate and despise participating in almost any group event or activity, and find it very difficult to rely on others or being part of an inferior team; I prefer individual activities but can also work well with groups of like-minded individuals.

I am not a generally social being, as I do not enjoy shallow or meaningless conversation. I have a way of making people feel uncomfortable, from not speaking to them if I do not have something to say. I enjoy socialising on a business level, or forum type platform where the conversation is based on an engaging subject and not ones personal activities or irrelevant content.

I tend to be very busy most of the time and I always have many projects on the go simultaneously, due to this I need to be vigilant when doing work and concentrate, which only adds to my anti social tendencies.

I was mocked and teased, for most of my primary schooling, simply because a few children decided to target me. I have had watermelon and old sandwiches rubbed in my hair while standing in line for class, while teachers could not care less.

Even though school was, a terrible experience and I hated it from the first day; I am so grateful for my ability to read and perform calculations. My parents taught me to read at home and this made learning at school much easier. I highly value my ability to read, even though I cannot read very fast. I believe that reading truly opens up my opportunities to learning and personal development. As long as I can read, I will be learning for the rest of my life.

I would like to achieve a B.Com Degree, with specialisation in Quantitative Management, followed by Honours, Masters and PHD. I would like to have a Doctorate and be able to add Doctor to my name as a title, not that it really means that much to the rest of the world but I would really like it.

I would also like to be able to offer lectures to learners in my area of expertise on a practical, insightful and useful level, with both academic and business qualifications to boost my credibility.

I want people to remember me for contributing to society and adding value, by leaving a legacy of positivity, self-motivation and through my business concerns.