

## Contact

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## Top Skills

New Business Development  
Business Relationship Management  
Strategic Technology Planning

## Languages

English

## Certifications

Counseling Course at Lifeline  
Personal Growth Course at Lifeline

# Roberto Ferreira

Human Development Specialist. Interested in Sport for Development Initiatives

Johannesburg, Gauteng, South Africa

## Summary

Roberto is passionate about developing people, regardless of their circumstances, mental health issues or struggles. His goal is to develop and uplift people from where they are currently at in their lives. Whether that is in their home life, work environment or any other part of their life. Roberto considers it his life's work to provide opportunities for people that will enrich their lives and that will help them feel more valuable as human beings while becoming more of a contributing member of society as a whole. This is why Roberto is involved with several businesses as his involvement allows for these opportunities to be realized for the community. Each business is a piece of a larger puzzle. Roberto is working on his legacy that one day all that is left behind will be for the benefit of our society.

Roberto is a major sports enthusiast (football, cycling, running) and uses sporting activities both in his personal life and work environments as he believes this plays a major role in him keeping connected with society as a whole.

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## Experience

### The Recovery Foundation NPC

Founder

June 2017 - Present (5 years 4 months)

Johannesburg Area, South Africa

Roberto works tirelessly towards breaking the stigma attached to addiction and mental health. His goal is showcase to people, businesses, communities that people that struggle with such afflictions are human too and that they do deserve a chance to become contributing members of our societies.

Roberto is actively and passionately involved in fundraising events, relationship building with many individuals, South African business and government enterprises. Roberto is also involved with public speaking

initiatives that allow him to illustrate the various ways people do recover and to educate the general public on the nature of addiction and mental health.

Roberto is quite involved in setting up structures that help implement skills development and employment opportunities as well as setting up sporting and social clubs for people to use to reintegrate back into society while allowing them to meet you people of like minded interests.

If you would like to learn more, please email us at [info@therecoveryfoundation.org.za](mailto:info@therecoveryfoundation.org.za) to find out more on what we do, how we do it and how you can get involved.

### Inter-Active Telecom (Pty) Ltd "Inter-Active"

9 months

#### Managing Director

June 2022 - Present (4 months)

South Africa

Roberto's passion for mental health and addiction support services has brought him into this position as managing director of this forward thinking and trailblazing organization. Roberto is at the forefront of both employee engagement and customer relations / business development as he believe corporate has a responsibility to teach, lead and maintain healthy relationships with both its internal and external stakeholders. Coupled with the advanced development of tech, we need to lead on how we treat our relationships with both people and technology and bridge the gap so that that tech no longer becomes an anchor but develops into a magnificent supplementary tool for all to benefit from.

#### Human Resources Director

January 2022 - Present (9 months)

Johannesburg Metropolitan Area

Roberto has a passion for employee wellness and brings in a unique approach to manage staff with the view of getting the best out of employees while they aim to achieve a work / life balance. Roberto's experience in the mental health and addiction arena helps bring in a core focus on helping the workforce have better support services. Roberto has a keen interest in further developing technology to assist in employees wellbeing while taking that product to market with the Inter-Active team.

### Sandhurst Manor

## Recovery Ambassador

October 2021 - Present (1 year)

75 3rd Road Hyde Park Johannesburg

Recovery from mental health and addiction is not a one size fits all process. Our goal at Sandhurst Manor is to meet the client where they ARE at in their process, hold their hands and guide them in the process.

Personally, Roberto conducts both individual and group sessions with clients, both in person and remotely. Roberto has helped develop the programme at Sandhurst Manor and the various support structures that help support the clients (both internally and externally) to maintain their recovery processes. Which includes building and maintaining a highly skilled staff compliment.

Roberto has helped develop and put in place the various business operations and aspects of the facility in order to better help Sandhurst Manor operate appropriately and smoothly, while also keeping the needs of the wide range of clientele in focus.

Roberto is also involved with building relationships with both local and international stakeholders to better help and improve our service offering.

## Freeman House Recovery

Senior Addiction Counsellor

January 2021 - January 2022 (1 year 1 month)

7 Cloister Street, Meerhof, Hartbeespoort

Screening, intake, orientation and assessment of clients admitted into the programme, counselling in both individual and group formats and family counselling, treatment planning, case management, client education in lectures and workshops and consultation with other agents in regard to client's welfare.

To evaluate clients' level of motivation and commitment to recovery. To motivate clients to commit to long term, step down treatment processes.

Develop treatment plans for clients, in consultation with other professionals, such as doctors, therapists, and psychologists.

To assist clients to obtain services, such as medical care or career training.

Provide career guidance/career counselling.

Help clients develop their strengths and enhance client motivation.

Locate resources to assist the client to cope outside the rehabilitation facility.  
Refer patients to outside support groups.  
Maintain client records and monitor clients' progress, adjusting the rehabilitation or treatment plan as necessary.  
Risk assessment and management.  
Help clients develop a relapse prevention plan  
Provide family interventions- provide families with guidance on how to support the client  
Contributing to other administrative duties such as creating content/articles/newsletters/etc for the website / social media platforms.

Trust In Hope Recovery House  
Halfway House Manager  
August 2017 - March 2020 (2 years 8 months)  
Garsfontein Pretoria

Managing the day to day care of our clients.  
Developing new groups and methods to support our clients recovery.  
Implementing day care programs to support our clients with their reintegration needs.  
Developing relationships with other recovery centres and professionals in order to strengthen our support services for our clients.

Phoenix House Addiction Rehabilitation Centre  
Admissions and Counseling Services Coordinator  
June 2016 - July 2017 (1 year 2 months)  
Johannesburg Area, South Africa

To perform intervention services to potential clients' families and loved ones.  
To help the addicted person to willingly find their way into a recovery program or to inform all parties about the recovery processes of Phoenix House.  
To correctly assess the individual and to guide them to the correct facility that their needs require.  
To assist with all admissions into Phoenix House.  
To develop and maintain all the outpatient course content.  
To facilitate and coordinate all outpatient groups and individual sessions.  
Work as part of an integrated therapeutic team within the facility.  
Responsibilities are to build relationships with industry leaders in order for us to co exist and work together towards our common goals and needs.  
To continuously improve our business model and stream line our business processes in order for us to give the best possible services to our clients.

To infiltrate and build relationships with businesses and corporate's in order to educate them on what services we have to offer.

Responsible for managing marketing, advertising and activities at the organization.

Takes steps to measure, enhance, and enrich the position and image of a organisation through various goals and objectives.

Observe and report on social, economic and political trends that might affect the organisation and its approach.

Prepare marketing strategies. Analyze market trends and recommend changes to marketing and business development strategies based on analysis and feedback.

Manage the organisations social media presence across all platforms, ensure that content posted is engaging, on-brand and performance measured.

Understanding how content marketing, PR, and social media interact and strengthen the overarching brand initiatives and goals.

Approaching businesses and corporate organisations that might be faced with challenges in the workplace to offer them ongoing solutions.

## Lifeline Ekurhuleni

### Member of the Board

August 2015 - December 2016 (1 year 5 months)

Involved in and organizing fundraising events such as the fun walk with heart, our biannual golf day, cycle with heart fundraiser, selling of raffle tickets.

Responsibilities are to build relationships with industry leaders in order for us to co exist and work together towards our common goals and needs.

To infiltrate and build relationships with businesses and corporates in order to educate them on what services we have to offer.

Responsible for managing marketing, advertising and activities at the organization.

Manage social events, functions, or other activities that aids the organization to gain public attention and engagement through social media without advertising directly.

Approaching businesses and corporate organizations that might be faced with challenges in the workplace to offer them ongoing solutions.

Review of policies and keeping them up to date on current trends in an NPO environment.

Involved in raising awareness and educating the volunteers, staff members and members of our community on the dangers of drug abuse and how one can find solutions to manage the effects this has on their personal lives.

1 2 Be Free (Pty) Ltd

PR & Marketing Director

July 2014 - May 2016 (1 year 11 months)

Responsibilities are to build relationships with industry leaders in order for us to co exist and work together towards our common goals and needs.

To continuously improve our business model and stream line our business processes in order for us to give the best possible services to our clients.

To infiltrate and build relationships with businesses and corporates in order to educate them on what services we have to offer.

Responsible for managing marketing, advertising and activities at the organization.

Manage social events, functions, or other activities that aids the organisation to gain public attention and engagement through social media without advertising directly.

Takes steps to measure, enhance, and enrich the position and image of a organisation through various goals and objectives.

Develop and maintain the organisations image and identity, which includes the use of logos and signage.

Ensure brand messages are consistent and that it creates the necessary awareness in order to expand solutions and offerings.

Evaluate advertising and promotion programs for compatibility with public relations efforts. Liaise with other organisations in the field to gain knowledge on various approaches and solutions.

Observe and report on social, economic and political trends that might affect the organisation and its approach.

Prepare marketing strategies. Analyze market trends and recommend changes to marketing and business development strategies based on analysis and feedback.

Manage the organisations social media presence across all platforms, ensure that content posted is engaging, on-brand and performance measured.

Understanding how content marketing, PR, and social media interact and strengthen the overarching brand initiatives and goals.

Approaching businesses and corporate organisations that might be faced with challenges in the workplace to offer them ongoing solutions.

Manage communications budgets.

Daly Morgan Group

Senior Systems Engineer

August 2013 - December 2014 (1 year 5 months)

Bryanston

I ensure the smooth operation of the IT eco system to allow business operations to run smoothly. My daily duties of this role comprises of:

Management of our helpdesk ticketing system.

Management and team leadership of the group IT department.

Implementation and maintenance of cloud services within the group and for our clients.

Writing and implementing new IT policies within the group.

Data centre implementation and maintenance in accordance with current and new technology standards.

Implementation of new business developments, which create income for my business unit.

Installing, configuring and maintaining computers, network equipment and servers.

Installing and maintaining software on the computers and servers including updates on a routine basis.

Monitoring the health of the computers, network and servers in order to take evasive action to possible problems before they occur.

Assisting and training staff members on basic computing skills such as using email clients and other productivity software such as Word and Excel.

Compiling and maintaining documentation related to the role and the assets managed by this role.

Reporting on a routine basis the general state of the IT infrastructure with suggestions of possible enhancements to improve the health of the IT ecosystem.

Setup and maintain user accounts and backups.

Implementing and managing a licensing scheme for software packages.

Evaluating and ensuring the environment in which the IT equipment needs to operate is in a desired condition e.g. dust-free, temperature control, wiring strategy etc.

Establish good working relationships with clients, vendors, and staff members.

Basic support on our Pastel Evolution software suite.

Administration of database systems including MySQL and SQL Server.

Basic Powershell scripting.

## Smart Technologies

### Systems Support Engineer

January 2012 - July 2013 (1 year 7 months)

Bedfordview

Provide end user helpdesk support on a daily basis.

Travelled to and attended to remote support requests as required from time to time.

Setup and configured of new / re allocated notebooks, desktops and printers including the provisioning of users email, communication access and applicable operating software (Microsoft office, anti virus, remote access and printing devices).

Assisted with backup control processes.

Attended to mail delivery queries from time to time (Mail Marshall, Exchange).

Assisted with DC related tasks including the migration of servers and the installation of additional infrastructure as needed (UPS devices, switches, access points).

Tested primary infrastructure, which may have showed as faulty and completed the required warranty support logs (HP, APC, MGE, Cisco).

Assisted with asset audit control processes.

Assisted with network node monitoring via a NMS dashboard onsite. This included fault investigation, communication to key staff and resolution where permitted within the DC.

Client engagement onsite including direct interaction with the client IT manager and directorate.

## Cunningham Lindsey

### IT Helpdesk and Support

September 2009 - December 2011 (2 years 4 months)

Maintenance of LAN & WAN infrastructure. Support of end user interfaces such as ClaimFlow, Lotus Notes, CMS, Printer infrastructure. I also maintain the companies backup procedures country wide (7 Branches). I am responsible for the PABX telephone system (Sony Ericsson). I also maintain all users desktop and notebook computers and maintain the peripherals attached to each respective machine. I mainly used windows business server 2003 with regards to our networking infrastructure which includes the use of active directory and we use a Domino server for our emailing needs. I also have setup and maintained all users mobile phones to send and receive emails while they are out of office to enable them to be completely mobile at all times. I help maintain our RDP (remote connections) using terminal server and also via RealVNC.

Since October 2010 I have been given other responsibilities that the company labels Building Services Management which basically means I maintain and handle queries from plumbing and electrical to aircons and office furniture such as desks and chairs.



JT Wholesale  
IT Helpdesk  
2008 - 2009 (1 year)

I did all hardware and software support for all users within the Jhb branch.

MG Systems  
Animator  
2005 - 2007 (2 years)

I created animations that were imported into a grade 1 learning program for pc.

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## Education

University of Johannesburg  
Bachelor of Commerce Honours, Sports Management · (January  
2021 - November 2022)

University of South Africa/Universiteit van Suid-Afrika  
Bachelor's Degree, Counseling Psychology · (2015 - 2020)

Addiction Counselors Certifications South Africa (ACCSA)  
Certification, Substance Abuse/Addiction Counseling · (2015 - 2016)

Varsity College  
Sports management, Business management, marketing, business  
communication, sponsorship, Nutrition, First Aid, Sports law · (2005 - 2006)

Quest  
Webpage Design, MS Frontpage · (March 2004 - March 2004)