

behind the scenes

Meet the man behind the title... this month it's Len Lewison, CEO: Birdi Golf Apparel



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What does a typical working day entail?

Mostly work.

What occupies your time outside work?

Golf and relaxation with family and friends.

Favourite colour

Blue.

Favourite music

Beatles

Favourite food – to order?

Sea food – especially line fish.

Favourite food – to cook?

Can't Cook.

What was your dream job as a child?

Criminal lawyer.

Dog, cat or goldfish?

Dog.

What would you be if you weren't in your current position?

Retired.

What three things would you take to a deserted island?

Black Label Whisky and 2 drinking buddies.

What are you reading?

The Secret.

Five people you'd invite to dinner?

My wife and children.

What can't you live without?

See above.

What's your pet peeve?

Arrogance.

Three words to describe your leadership style

Discretion, Diplomacy, Direction.

What led you to your current career path?

Fate.

What's the worst decision you ever made?

I don't believe I ever made a bad decision.

What's the best decision you ever made?

To marry my wife.

Where did you study and what?

University of Witwatersrand – Diploma in Law.

What advice would you give to someone aspiring to your position?

Imagination is more important than knowledge.

What do you know for sure?

There is definitely a Divine Presence.