



Reference: Yuvarasen (Yuven) Gounden

Mr Yuven Gounden joined the South African Health Products Regulatory Authority (SAHPRA) in June 2019 until his retirement in 2023.

He has executed his duties diligently and professionally. He is known for his punctuality and his adherence to deadlines.

During his stint at SAHPRA, developed a new brand identity for the entity for the organisation. He supported the CEO during the COVID-19 pandemic wherein Yuven used several platforms to support the promotion the brand, disseminate information and raise awareness of SAHPRA to its stakeholders and the public in general. He worked with the core business of SAHPRA to arrange media briefings, webinars, an interactive website, radio campaigns and social media campaigns.

He is an active member of the National Press Club (NPC) and he was instrumental in SAHPRA receiving an award from this body in 2022.

In his position as Manager: Communication and Public Relations, Yuven leveraged several partnerships with key stakeholder to glean optimal benefit for SAHPRA. Some of these organisations include the NPC, Government Communication and Information Systems (GCIS), including PATH. He was the main driver in developing a stakeholder map for SAHPRA, which continues to be refined.

As a team leader, he has inculcated a healthy team spirit among his team members. The team, under his leadership, has delivered outputs optimally. He has mentored and coached them and engaged them regularly so that targets are met, and deliverables achieve meritorious comment.

I have no reservations in recommending him as a professional and ethical individual who is worthy of merit.

A handwritten signature in black ink, appearing to read 'Dr. Boitumelo Semete-Makokotlela', written over a faint circular stamp.

Dr Boitumelo Semete-Makokotlela

CEO: SAHPRA