

# AVRON HERR

## CAREER DEVELOPMENT SPECIALIST

### ABOUT AVRON HERR

Avron Herr is the founder and CEO of PACE Career Centre. He is also the founder of the South African Career Development Association which is the professional body for career development practitioners in South Africa.

Avron is a capable strategist with a vision to see career guidance delivery take a foothold on the African continent. He has played a pivotal role in career guidance policy in South Africa.

Avron now works with several countries in Africa learning the local nuances and needs in terms of career guidance delivery in each respective county. His understanding of career guidance delivery within the African context makes him a leader in policy development and implementation on the continent. Avron has designed and introduced career guidance systems into 14 African countries.

### ABOUT PACE CAREER CENTRE

PACE Career Centre is a social benefit organisation. Its role is to promote qualified accurate career education and guidance. The organisation provides free career guidance and information to in excess of 2 million people each year. PACE Career Centre is the largest provider of career guidance on the African continent.



### EDUCATION

Masters Industrial Psychology (NWU) (Career Guidance)  
Honours Industrial Psychology (NWU) (Cum Laude)  
Bachelor of Arts (NWU) (Magna Cum Laude)

### WORK EXPERIENCE

Founder and CEO: PACE Career Centre (Established in 1991)

### NATIONAL AND INTERNATIONAL EXPERIENCE

Avron has vast experience in career guidance delivery. He, together with the South African Qualifications Authority conceptualised the National Career Advice Service for South Africa. He went on to design the National Career Advice Portal and he co-authored the Competency Framework for Career Development Practitioners in South Africa. Avron has introduced several large scale career guidance programmes which run in over 12 000 schools in South Africa. Avron works closely with Government, Universities, Colleges, and Schools.

On the international stage Avron contributed to the World Bank Report on Career Guidance delivery and brought the International Career Guidance Conference to South Africa which was a first for the continent. He is responsible for designing and managing the career guidance system for the Commonwealth Secretariat.

### COMMUNICATOR

Avron has been a regular guest on radio and television about issues relating to career guidance. He has written extensively on the topic and has presented at conferences both in South Africa and Internationally.

### INNOVATOR

- He is the originator of the Gostudy Career Guidance system which is used by over 30 countries globally.
- Set up the PACE Institute which is an ad-hoc 'Research Think Tank' focusing on work related issues.
- Introduced Career Dress-Up Day into primary schools.
- Set up a small business incubator for Technical College graduates.
- Introduced Literacy and Numeracy testing into Technical Colleges to improve student throughput.
- Developed the countries first career guidance system for Fax machines.
- Developed the countries first career assessment website in 1999.

### EDUCATOR

Avron has developed career guidance curriculum, questionnaires, resources and training programmes which are offered throughout South Africa at Schools, Universities and Colleges and Government departments.

### PUBLISHING

Avron has developed career guidance curriculum, questionnaires, resources and training programmes which are offered throughout South Africa at Schools, Universities and Colleges and Government departments.

### INTERESTS

Avron enjoys spending time with his family. He is a motorcycling enthusiast and enjoys riding to destinations far and wide.

### PERSONAL MANTRA

Of all the traits a person may possess 'integrity' is the measure.