



## GAIL SCHIMMEL

### ACADEMIC

Gail matriculated from Greenside High School in 1991. She completed a BA with majors in Psychology and Law at the University of the Witwatersrand from 1992 – 1994, and an LLB from 1995 – 1996.

While working, she continued to study part time through Unisa and completed a BA Hons (Psychology) from 1997 – 2000; and an LLM from 2001 -2003 in Child Law, Administrative Law, IT Law and Competition Law.

Gail completed Practical Law School in 1998 and was admitted as an attorney in 1999.

### EMPLOYMENT

Gail completed articles at Knobel & Meyburgh Attorneys in 1999, and went on to lecture at Allenby Campus in a wide variety of law subjects, she was promoted to Head of Law at Allenby.

After a brief return to legal practice she joined the Advertising Standards Authority, where she worked from 2003 to 2007, where she rose to 2IC position as Head of Legal and Regulatory,

In 2008, Gail was headhunted to become a Director at ENS, but the birth of her first child meant that she did not stay with ENS long. She consulted from 2008 to 2017.

At the end of 2016, the ASA went into Business Rescue. Gail was hired as CEO by the Business Rescue Practitioners with the primary task of establishing a new funding system and finding funds to repay post and pre rescue debt. The ASA paid off post rescue debt, established a new funding system, and made an offer to creditors on the remaining debt. Unfortunately, the primary creditor, having said they would accept the offer, declined it in the formal meeting, sending the ASA into liquidation.

On the demise of the ASA, the industry established a new body, and asked Gail to head and drive it. As the CEO of a small team, she is involved in every aspect of the organisation, from file management of complaints, to financial management, to stakeholder engagement and everything inbetween.

### WRITING

In addition to my Gail's day job, she is a best-selling writer. She has written a children's book, an Advertising Law text book, and her 6th novel will be published internationally in October/November 2021. She also co-writes a cozy mystery series, writing as Katie Gayle.