

## PERA 2017

### INNOVATIVE BUSINESS FINALIST

#### Whipping The Cat



**Graeme Wilson**

Whipping the Cat was founded in late 2013 with a strategic vision to be a dominant NewLaw firm and preferred fixed cost legal partner to modern small and medium size businesses. Their key practice area is corporate and commercial law. In a short-time they have grown their brand and reputation and are acknowledged as a credible game changing alternative to the traditional small law firm in South Africa. They have strategic alliances with specialist law firms, tax specialists, wealth managers/insurers to provide seamless value adding services to their clients.

They invest in their people (currently a team of 5 lawyers and a coordinator) and use technology to improve accuracy and quality, streamline workflow and manage their knowledge capital – all of which adds value and ultimately reduces costs for their clients. They have offices in Cape Town, work extensively in Johannesburg and have clients throughout South Africa.

Graeme Wilson has a BA LLB, HDip Tax from the University of Natal and was admitted as an attorney of the High Court in 1996. Graeme is a member of the Corporate Lawyers Association of South Africa and the Institute of Directors. He is a member of the editorial board of LBC Wise Counsel (UK) and has served as a facilitator at the annual LB Cambridge seminars held at Queens College, Cambridge. With LBC Wise Counsel he co-produced and ran a Legal Skills Symposium in Johannesburg and Cape Town.

Graeme was interviewed on CNBC Africa's Entrepreneurial Edge, following the launch of Whipping the Cat and has been interviewed for Laws of Life on Cliff Central, the Business Live Show on Hashtag Radio and the FNB Business Show. He is a regular presenter at legal conferences and he also conducts legal skills training.

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