



## BRADLEY BEIRA ANNOUNCED AS SECRETARY-GENERAL DESIGNATE OF WORLD FEDERATION OF CHIROPRACTIC

*Toronto, November 13, 2024.* The World Federation of Chiropractic (WFC) is delighted to confirm Dr Bradley Beira as its next Secretary General. A distinguished leader in chiropractic practice, health governance, and international risk management, Dr Beira brings almost three decades of expertise and a forward-thinking vision to the WFC, where he will guide efforts to advance awareness, utilization and integration of chiropractic internationally.

South African Dr Beira qualified from Technikon Natal (now the Durban University of Technology) in 1996 with a Masters Degree in Technology in Chiropractic [MTechC].

Dr Beira's career spans 28 years of diverse experience as a chiropractor, corporate executive, and medicolegal expert. Since establishing his clinical practice in 1996, he has made significant contributions to chiropractic and public health through his work with global healthcare organizations, major international sporting events, and educational initiatives.

Dr Beira has held several key leadership positions throughout his career. In the area of insurance and risk management, he served as a senior executive at AON South Africa and as a senior vice president and managing consultant at Marsh South Africa, working with both national and international clients.

Dr Beira acted in the role of risk manager at ASPETAR Orthopaedic Hospital. Additionally, Dr Beira was the chief executive officer of Jewish Care Cape, further showcasing his leadership capabilities. Most recently, he served as an associate director and risk and regulatory lead at PwC South Africa, where he was instrumental in



*Dr Bradley Beira will become the WFC's next Secretary-General on July 1, 2025.*

overseeing risk management and regulatory compliance in the health and insurance sectors.

His involvement with elite sports teams and events underscores his dedication to upholding the highest standards of health, safety, and safeguarding for practitioners and participants, particularly in high-performance and high-stakes



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environments. Notably, he served as an advisor on the 2010 FIFA World Cup Risk Team during South Africa's hosting of the tournament and as a medical officer for the South African Ice Hockey Federation in their IIHF campaigns.



*Dr Bradley Beira brings an extensive portfolio of organizational leadership skills to the WFC.*

His dedication to ethical governance is further reflected in his numerous leadership roles across healthcare organizations, such as Chairperson of Safe Surgery South Africa, Council for Health

Service Accreditation of Southern Africa, and Hospice Wits. In each of these roles, Dr Beira has worked to elevate standards of patient safety and care, advocating for patient-centered practices that reflect the values of the WFC.

In his capacity as Secretary General, Dr Beira will focus on strengthening WFC's strategic initiatives, expanding the organization's influence across member countries, and championing high standards of evidence-based, people-centered, interprofessional and collaborative chiropractic care.

"We are delighted to welcome Dr Beira to the WFC," said Dr Kendrah Da Silva, President of the WFC.

"His wealth of experience, integrity, and global perspective make him an ideal leader to advance our mission of strengthening and promoting chiropractic care around the world. Dr Beira's vision aligns seamlessly with our goals of enhancing patient outcomes, supporting evidence-based care, and positioning chiropractic as a vital component of healthcare."

Dr Beira's extensive qualifications underline his commitment to professional excellence and global health. In addition to his chiropractic qualifications, he holds an LLM in International Commercial Law from the University of Salford, a BCom in Law from the University of South Africa, and multiple certifications from institutions such as the University of California (Berkeley), and Georgetown University in areas of global health leadership, bioethics, medical



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law and enterprise risk management.

Dr Beira lives with his partner Gaby and their three feral cats in Muizenberg, Cape Town. He is a passionate trail runner, enjoying short runs as well as competing in 50 mile and 100 kilometer races.

Reflecting on his appointment, Dr Beira said, “The chiropractic profession has given me a sense of community, inclusivity and purpose for more than 30 years. This role gives me the opportunity to repay this gift to our community around the world, to pay that forward for future generations of chiropractors and to work together to shape our profession for the people we care for”.

Dr Beira will take over from the existing Secretary-General Professor Richard Brown on July 1, 2025. His leadership will be pivotal as the WFC continues to engage with international organizations such as the World Health Organization, enhance public awareness, and

support professional development initiatives that ensure chiropractors are equipped to meet the evolving needs of patients globally.

For further information or media inquiries, please contact the WFC at [info@wfc.org](mailto:info@wfc.org).

### **About the World Federation of Chiropractic**

The World Federation of Chiropractic (WFC) is a global, not-for-profit organization committed to supporting, promoting, and advancing the chiropractic profession. The WFC collaborates with the World Health Organization as a non-state actor in official relations and with chiropractic national associations and organizations worldwide to improve public access to chiropractors, uphold ethical standards, and foster innovation in the field of chiropractic. Through global partnerships, advocacy, and public engagement, the WFC works to ensure chiropractic is an integral part of the global healthcare system.