



SHIFTING GOALPOSTS... TO REACH NEW HEIGHTS

Chad Saaiman certainly doesn't need any introduction. This talented singer/songwriter has been gracing stages in Cape Town, London, Spain, Johannesburg and several other big cities around the world for more than a decade.

Ex-SA Idols contestant, Chad released his debut album, *Chasing Melodies* in 2009 for which he received a South African Music Awards [SAMA] nomination for Best English Pop Album. This was followed by his album *The Flight* with the single "Untouchable", which was produced by two-time Grammy award winner, Ron Feemster [known for his work with musical icons such as Michael Jackson, Mary J. Blige and Ne-Yo]. After the traumatic life-changing experience in 2011, when he survived a botched hijack attempt in Johannesburg, this positive and inspirational role model consciously chose to focus on the positive and came out a much stronger person in every aspect - emotionally, physically, psychologically and as an artist. Chad says, "I wanted to say more and have a bigger message, but still make it cool at the same time." And the result of this cool bigger message, is his third musical offering, *Cinema*, which was released in late 2014 and which has been described as some of the best work of his career.

For this album, Chad collaborated with a host of producers who have all come together to create the signature R&B/Pop sound that he is renowned for.

If 2011 was Chad's *annus horribilis*, 2014 to date, most definitely were his years of opulence and prosperity fortune. Not only did he become a very strong corporate presence doing Master of Ceremonies (MC) work all over South Africa, but he also worked on very successful campaigns with big brands like Telkom, Edgars, Jack Daniels, and others. Chad's also the youngest member of the Corporate Band, The Black Ties. This was also the year he shared stages with international artists like the American performer Tevin Campbell, Phil Fearon from the UK as well as local artists such as MiCasa, Mathew Mole and others.

As if this isn't enough, this dynamic singer/songwriter has graced the pages of leading magazines like *Marie Claire* (and now also *ASV*). He's been named one of SA's best dressed men by *GQ* (another leading magazine) and made it onto *Destiny Man's* list of SA's most remarkable men under 40.

Chad started his music career fairly late because as a teenager, he dreamt of becoming a professional soccer player, and thus focussed initially on his sport. After finishing school, with the idea of journalism as a possible career, he graduated from the University of the Western Cape with a degree in English literature and Communications. Despite this 'late' start, he not only became one of our most talented and phenomenal performing artists, he's also a successful businessman in his own right. He co-owns *Stereotype Talent Management* - a company managing performing artists.

This was a natural expansion of his career for Chad since he is extremely conscious of the changes that have taken place in the industry over the years. One of the most significant changes is the importance for artists to "...be so much more pro-active and understand the business aspect of the industry". For Chad it's also important for artists to recognize the different revenue streams available within the industry.

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According to Chad, he is fortunate that "... (I have) always found myself in the position to make substantial pieces of music in a commercial way". This might explain how this prolific songwriter has been so successful in writing award-winning tracks for some of SA's biggest artists such as Loyiso Bala and others. Or maybe it's his knowledge of the English literature that enables him to write these multi-layered uplifting songs that tell a story without sounding 'preachy' and thus differentiates him from others.

This need to use his music to entertain and uplift his fans, is also Chad's driving force to plough back into the community who supported him during his long uncertain period of recovery in 2011. Therefore he, despite his busy schedule, makes time to get involved in charity work.

Apart from his charity work and doing his hobby [music] as his job, Chad also enjoys fitness, sport and quality family time.

Family is very important to this middle child [Chad's got one older brother and a younger sister], who definitely doesn't suffer from the typical 'middle-child-syndrome' because he's not only close to both his siblings, but he's also got a very close bond with his father. Because of the example set by his father, he tries to be a good father to his 7-year old daughter himself. These family bonds keep this star humble and grounded and help him to stay true and honest to himself.

This honesty, coupled with his compassion for people and his appreciation for his fans, motivates this star to make a conscious effort to remember people's names. As Chad says, "When you almost lose your life, you wake up every day and being grateful and appreciative of life.

After releasing his new EP last year, fans of Chad Saaiman should keep their eyes and ears open because this pro-active artist and businessman is planning to break into several other creative spaces within music, fashion and football in the very near future.

**"THE THING I CAN SHARE
THE MOST IS MY STORY
AND POSITIVITY - MORE
THAN ANYTHING ELSE"**