JOHAN DE VISSER

LEAD CATEGORY MANAGER SEAFOOD, POULTRY & VEGETARIAN ALBERT HEIJN SUPERMARKETS

PERSONAL DETAILS

Contact details
+31653742150
johanjdevisser@gmail.com

Date and place of birth:
03-07-1959
Middelburg

Place of residency:
Elzepas 25,
6662 XE Elst (GLD)
The Netherlands

Nationality:
Dutch

Language
Dutch
English
French (reading level)
German (reading level)

Volunteer jobs
PUM Senior Expert 2016 – present
(Fisheries, Agriculture, Trade)
PUM Program Manager 2019
Rhythm for Revival (2012 – 2020)

Hobby's
Africa
Cities
Singing
Playing guitar
Video editing

PERSONAL PROFILE

I have a passion for business development, market-oriented, entrepreneurial and to build business in new ways. I am a team player and an active networker, flexible, structured, curious, result-oriented with a helicopter view.

WORKING EXPERIENCE

Lead Category Manager Seafood, Poultry & Vegetarian at Albert Heijn Merchandising, Zaandam
August 2019 — present

Manager Healthy Eating at Albert Heijn Quality Department, Zaandam
2017 — 2019

Manager Sustainable Retailing at Albert Heijn Marketing Department, Zaandam
2016 — 2017

Sr. Category Manager Dairy at Albert Heijn Merchandising, Zaandam
2012 — 2016

Sr. Format Manager City & Small stores, Albert Heijn Format Department, Zaandam
2017 — 2012

Sr. Category Manager Frozen at Albert Heijn Merchandising, Zaandam
2007 — 2007

Sr. Category Manager Health & Beauty at Albert Heijn Merchandising, Zaandam
2004 — 2007

District Manager Utrecht / North East Brabant at Albert Heijn Stores
2000 — 2003

Management roles (District Manager, Unit Manager, Format Manager) at Etos, Zaandam
1994 — 2000

Format Manager, at Albert Heijn Format Department, Zaandam
1991 — 1994

Junior Category Manager Meat & Poultry, Sourcing Manager Pork at Albert Heijn Zaandam
1986 — 1991

Team member De Visser Butchery Middelburg, Keurslager Yerseke, Spar Vlissingen
1976 — 1983

EDUCATION

Ahold Retail Academy, Cornell University, Boston
2014

The Complete Skilled Negotiator, The GAP-Partnership, Mijdrecht
2013

Responsible Entrepreneurship at Radboud University, Nijmegen
2006

Innovation course 'Inventit' at Nijenrode University, Breukelen
2003

Nima C at SRM, Amsterdam
1988 — 1989

Heao Commercial Economy at Hogeschool Zeeland, Vlissingen
1983 — 1986

S.V.O. Butchery Education
1975 — 1981

BUSINESS MISSION EXPERIENCE IN EMERGING MARKETS

PUM Remote coaching

- **Indonesia Java Alamendah**, Al Itttifaq Fruit & Veg. cooperative, program development

Africa Business Coaching (Remote)

- **Burundi Bujumbura** Buveco Fruit & Veg export company, business coaching

2022

PUM Remote coaching

- **South Africa Graaff Reinet,** Karoo Catch Ltd., Catfish farming, processing, added value
- **Indonesia Java Alamendah**, Al Itttifaq Fruit & Veg. cooperative, program development

Women on Wings Remote coaching

- **India Micro start-up's,** Business training development
- **India Visakhapatnam,** Business coaching Kovel Foundation

2021

PUM Remote coaching

- **South Africa Graaff Reinet,** Karoo Catch Ltd., Catfish farming, processing, added value
- **Indonesia Bandung Alamendah** Al Itttifaq Fruit & Veg. cooperative
- **Kenia Nairobi** Samaki Express Tilapia

2020

Business Missions, 6 months Sabbatical

- **SNV Hortifresh Ghana Accra** Fruitmaster Fruit & Veg., Joekopan Export Vegetables, AB Farms Export Vegetables
- **PUM Ghana Sogakobe** Flosell Hatchery Aquaculture
- **PUM Senegal St Louis, Dakar** Countrywide Onion program management
- **African Leadership University Rwanda Kigali,** Business Masterclasses
- **Akilah institute for women Rwanda Kigali** Business Masterclasses
- **PUM Indonesia Eretan** Mina Bahari Seafood cooperative

2019

Business missions

- **PUM Indonesia Java Alamendah** Al Ittifaq Vegetable cooperative
- **PUM Indonesia South Sumatra, Baturaja** K.I.M. regionwide Aquaculture
- **Akilah Institute for women Rwanda Kigali** Business Masterclass

2018

Business missions

- **PUM Ghana** Tema Fruitmaster, Fruit & Vegetables
- **PUM Senegal St. Louis Diagambal** Walo Aquacole Integre (Start up)
- **PUM Tanzania Mwanza** Mwasapro community, Sardines processing & Sales
- **Making Africa Work** Bus.case Ghana Tigernuts **+** Bus.case Rwanda Milk powder

2017

Business missions

- **PUM Ghana Tema** Fruitmaster, Fruit&Veg
- **PUM Albania Sarande** Alfa supermarkets

2016

Partnerships

- **Min. of Foreign Affairs/Punchy Pack, Partnership elections, South Africa Venda area** Avocado Bus.case: Small Farmers + Icco + Fair Match Support + Westfalia + Albert Heijn

2013

Business mission

- **Albert Heijn Foundation South Africa, Tzaneen** Westfalia Avocado Company

2012

Business missions personal

- **Rwanda Kigali, Gisenyi, Burundi Bujumbura, Kenia Nairobi, Tanzania Mwanza,** Business Masterclasses

2010, 2011, 2013, 2014

Business missions, 6 months Sabbatical

- **Ahold Ghana Accra** Sliced Fruit, Sheabutter
- **Genesis Ethiopia, Debre Zeyit** Agriculture, Livestock, Dairy

2003