

JOHAN DE VISSER

FOUNDER OF AFRICA BUSINESS COACHING

PERSONAL DETAILS

Website
africabc.nl

Contact details
+31653742150
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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
(Trade, Fisheries, Agriculture)
PUM Program Manager 2019
Rhythm for Revival (2012 – 2020)

Hobby's
Africa
Urban Cities
Making Music
Video editing
Fashion

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

Founder of Africa Business Coaching
June 2022 — present (full time) (in my free time since 2010)
Country Coordinator PUM Ghana
May 2022 — present
Lead Category Manager Seafood, Poultry & Vegetarian at Albert Heijn Merchandising, Zaandam
August 2019 — July 2022
Manager Sustainable Retailing / Healthy Eating at Albert Heijn Marketing / Quality, Zaandam
2016 — 2019
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

2023

Africa Business Coaching Full-time

- **Burundi Bujumbura** UNIKORN company, Business coaching, August
- **Remote coaching Rikolto** 8 week-Masterclass, 16 Program managers, Africa, Asia America, Europe

PUM Country coaching Part-time

- **Ghana** Country Coaching 7 local Representatives across Ghana, Project visits, March, September
- **Indonesia Java Alamendah** Al Itttifaq Fruit & Veg. cooperative, Management Team Training, May

Women on Wings consulting

- **India Pune** Jaljeevika Ltd, Aquaculture Service provider, 1500 small farmers (On site December)
- **India Bastar** Bastar se Bazaar Tak Ltd, Food Processing platform, 750 women (On site December)

2022

Africa Business Coaching Full-time since June

- **Burundi Bujumbura** Buveco Fruit & Veg export company, business coaching
- **Remote coaching** 8 week-Masterclasses for Start-Ups (Neth/Uganda/Ghana)

PUM Country coaching Part-time since May

- **Ghana** Country Coaching 6 local Representatives across Ghana, Project visits Aug+Nov
- **Indonesia Java Alamendah** Al Itttifaq Fruit & Veg. cooperative, program development

Women on Wings consulting

- **India Delhi 15 year WoW jubilee** Giving Masterclass on CEO Summit
- **India Berinag** Avani Kumaon Handcraft Handwoven silk, wool, linen from 46 villages
- **India Kolkata** ONganics (Remote) Business strategy about organic Rice & Herbs

2021

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 consulting

- **India Micro start-up's** Business training development
- **India Visakhapatnam** Business coaching Kovel Foundation, Non Timb. Forest (NTFP)

2020

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

2019

Business Missions, 6 months Sabbatical

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

2018

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

2017

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

2016

Business missions

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

2013 - 2014

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

2012

Business mission

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

2010, 2011, 2013, 2014

Business missions personal

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