

JODI JOSIAS 



Portfolio

WHO AM I?

- Born and raised in Cape Town, **South Africa**
- Relocated to **The Netherlands** in 2025 (HSM Visa)
- **Husband, and a Father of 2**
- Driven by **growth**, inspired by **creativity** and **innovation**
- An infectious “**can-do**” attitude
- **Strategic, collaborative and hands-on**
- A love for bringing **ideas to life**
- **Tech Savvy** with an affinity to AI
- Seasoned **facilitator** and **trainer**
- Strong **leadership** and personal effectiveness



Curious about my stats and professional impact? Explore more.



18

Years experience across FMCG & Retail with cross-functional roles in L&D, Training, Systems Analysis & IT.

50 +

Learning and Training programs designed & delivered. Additionally, >30 eLearning courses and digital learning curriculums.

85

Countries lead and supported in cross-cultural environments.

1000 +

In-person and virtual facilitation and training hours delivered.

COMPANY-WIDE IMPACT

Upskilled, developed, supported and trained individual contributors, teams, managers and leaders across functions.

KEY STATS.



Keen to explore my professional impact? Let's dive in.



KEY PROJECTS.

Welcome to my big hits! These projects have had the biggest impact in my career to date.



Let's explore these projects in a bit more detail, shall we?



1. GLOBAL LEARNING TRANSFORMATION

THE HEINEKEN COMPANY [AMSTERDAM, NETHERLANDS]

Highlights:

Instructional Design & Facilitation

Created meaningful, blended learning solutions, ranging from eLearning modules to multi-week workshops that upskilled and inspired learning teams. Leveraged AI tools within the LXP to personalize and optimize learning, supported by reference materials, a playbook, and ongoing support to embed skills and main sustainability of learning momentum.

Collaborative Learning Brought to Life

Created a space within the LXP for all learning admins and authors to collaborate, share, and adopt learning across the globe - enabling scale and bringing to life HEINEKEN's internal ethos of "learn, share, reapply".

Pilot Initiatives

Launched the Learning Experience Awards to recognize excellence and innovation across learning teams, and created a central SharePoint hub housing project updates, materials, QRGs, and Q&As, providing a single, accessible source of guidance throughout the transition.



Taking HEINEKEN's learning from "static & stale" to "lively & loved"



Recognised as "best in class"
launch & adoption by 360Learning



LEARNING
EXPERIENCE
ANNUAL ★ AWARDS
U-BREW

>45,000 active learners since launch | >350 Admins, Authors & Coaches CERTIFIED
69% increase in learning consumption in 4 months compared to previous 12 months on prior LXP



Up next....Coaching for Growth impact project.



2. COACHING FOR GROWTH

DISTELL [STELLENBOSCH, SOUTH AFRICA]

Highlights:

Capability Building

Built in-house coaching capabilities and strengthened our talent bench. Scaled up our internal coaching pool by **1200%**. Targeted High Potential talent as coachees to strengthen our succession planning and retention efforts. Embedded GROW coaching model into continuous performance feedback processes to influence feedback culture.

Strengthening Talent Pipeline

Targeted HiPo Talent as coachees, being coached by senior managers and leaders in the company. Intentionally gearing discussions and development efforts toward growth, leadership, performance and impact.

Scalability

The program's success saw adoption in other functional areas of the business and across the Southern African region in countries like Namibia and Botswana.



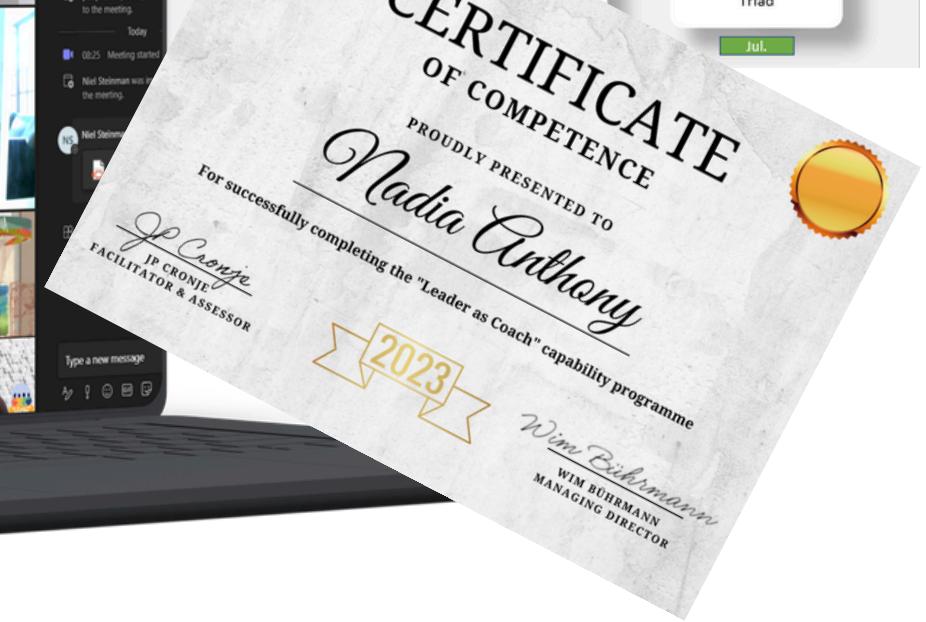
1200%

increase in coaching pool after 1st cohort!



COACHING FOR GROWTH - Project Status											
Project Objective		Business Unit									
To initiate the journey of building coaching capability by focusing on developing HiPo's within the SA BU. We aim to accelerate the development of HiPo's to strengthen our succession bench strength and pool and enhance employee retention.		Southern Africa									
We further aim to build leadership capability to empower teams through energizing leadership and thus make the SABU a great place to work, where employees experience a conducive environment to thrive and optimise their potential.		On Track Chemistry Session									
Milestones	Mar. 22	Apr. 22	May. 22	Jun. 22	Jul. 22	Aug. 22	Sep. 22	Oct. 22	Nov. 22	Dec. 22	Jan. 23
Onboarding sessions	Onboarded	Onboarded	Onboarded	Training Block 1	Training Block 2	Training Block 3	Training Block 4	Train Block 1	Train Block 2	Train Block 3	Train Block 4
Training sessions											
Triad sessions											
Supervision sessions											
Coach pairing											
Coaching sessions											
3-ways											
Graduation											

Implementation Roadmap...



Up next...how I partnered the business to land a tech enablement business solution.



3. SALES FORCE OPTIMIZATION

DISTELL/HEINEKEN BEVERAGES [STELLENBOSCH, SOUTH AFRICA]

Highlights:

Upskilling/Capability Building

Upskilled, through Train-the-Trainer, >50 trainers to train in, operationalize, and embed new ways of working in our Sales and Marketing functions. Designed and delivered a multi-modal workshop series in collaboration with SME's, Business Leaders and D&T teams to realize goal.

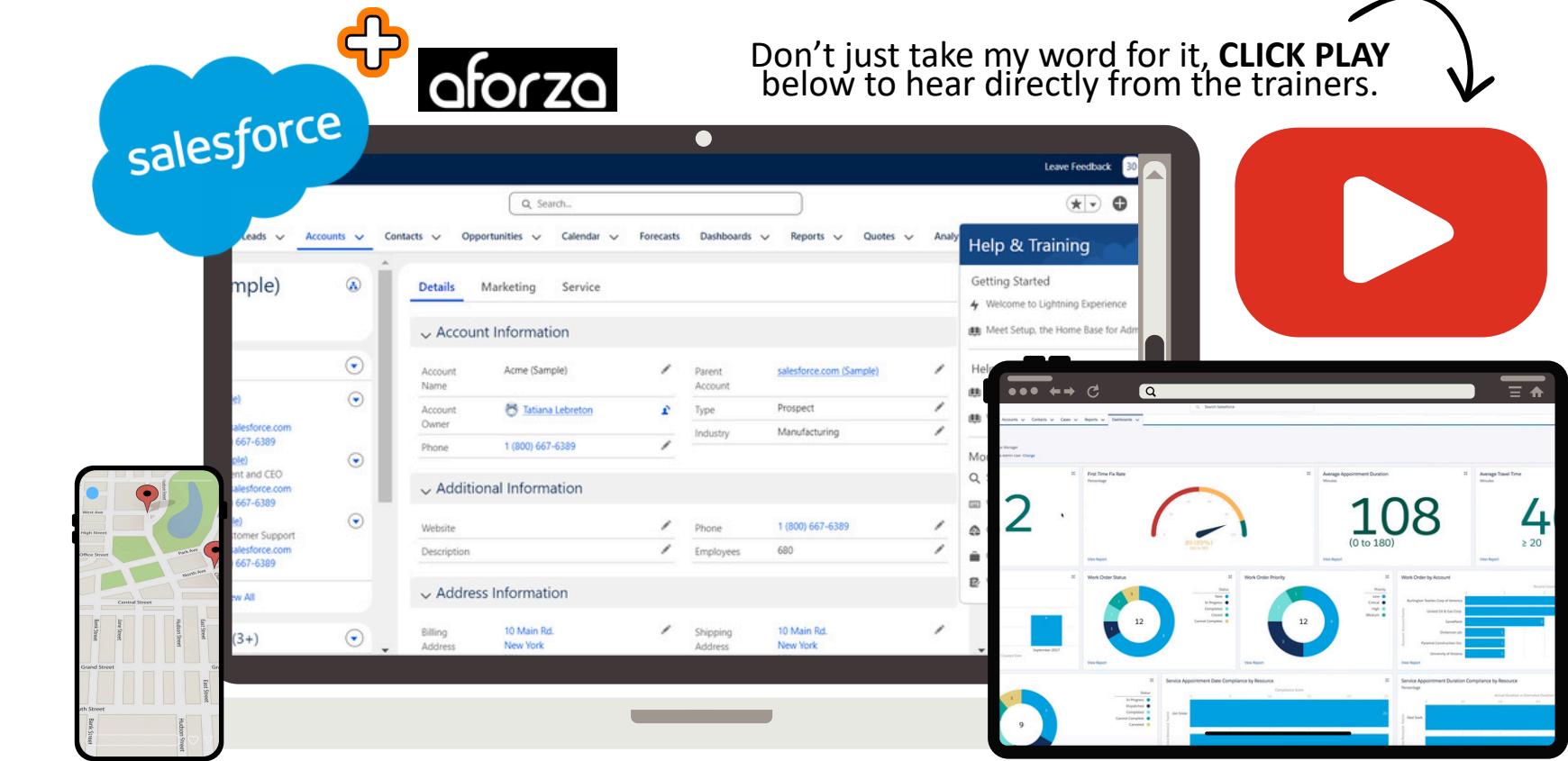
Embedding New Ways of Work with Technology Enablement

Through consulting, design and delivery, our new Operating Model, Ways of Work and technology enablers (Salesforce + Aforza) was ready for Go-Live! Large-scale project in preparation for merger of Distell & HEINEKEN SA.

>1000 Sales & Marketing employees trained

>900 Hours of business-critical training delivered

>50 Train-the-Trainers empowered & equipped



Some noteworthy mentions follow next... ➤➤➤

NOTEWORTHY MENTIONS.

Accelerated Development Program for Women on the first rungs of the Leadership Ladder.

- DEI focused intention
- 5 months blended learning journey
- Mentorship with senior women leaders
- Multiple cohorts >60 women overall
- 0% fall-out rate
- Now a standing offer in HSA L&D

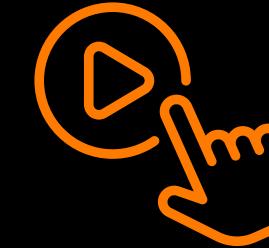
EmpowHER

[Distell & HEINEKEN SA]



The ask was simple, and I obliged. HEINEKEN SA's induction of new hires was poorly perceived. My task - bring it to life using my experience, exposure and connections in Marketing & Sales.

Have a look at the result - **[CLICK PLAY ;\)](#)**



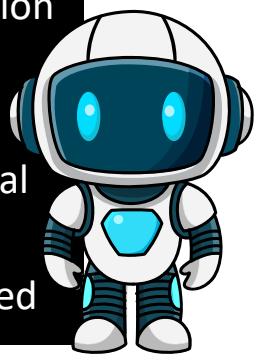
Company Induction Revamp

[HEINEKEN SA]

Numbers never lie. Analyzing HSA's PDP (personal development plan) Quality, <20% were clear, actionable, and related to personal development in the workplace.

Action, Implementation & Impact:

- Researched and collated content
- Combined in-house, existing content with external, relevant material and resources
- Designed a bespoke, localized intervention to upskill ALL employees
- AI use case developed
- Resulting impact >85% PDPs met internal quality standards following next analysis
- More impactful learning needs addressed



PDP Elevation

[HEINEKEN SA]

You can find my contact information on the next page.



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thank you