

Jaco Nel

STRATEGY · GROWTH · PRODUCT · TECHNOLOGY

- 1994/12/08
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EDUCATION

2016

BCom Hons Business Management

cum laude · Top of class

University of Pretoria

2013 - 2015

BCom Supply Chain Management

cum laude

University of Pretoria

2012

Hoërskool Centurion · 3 Distinctions

ACHIEVEMENTS

- > Top BCom Honours graduate, UP 2016 — Strategic Management & Logistics
- > Allan Gray Achievement Award — 2nd place, 4th year, 2016
- > Academic merit certificates, UP 2015 & 2016
- > Golden Key International Honorary Society

ADDITIONAL COURSES

- > Financial Modelling & Valuation Analyst — CFI, 2020
- > Investec Startup School, 2019
- > Lean like a Startup — StartupBootCamp, 2018
- > Business Process Management — Enterprise @ UP (cum laude)
- > Excel Levels 1, 2, 3 (CA)

CONFERENCES · SPEAKER

- > SAPICS 2017
- > 28th SAIMS 2016
- > Nicola Org 2023
- > IWMSA 2024

TECHNICAL SKILLS

React JavaScript REST APIs
Google Ads API Node.js SQL SAP
Power BI Financial Modelling ML / OCR
Prompt Engineering AI Integration

BUSINESS SKILLS

DTC Strategy Route-to-Market
Supply Chain Brand Management SaaS GTM
Fundraising P&L Ownership
NPD Management Procurement eCommerce

PROFESSIONAL EXPERIENCE

Head of Direct-to-Consumer · PepsiCo South Africa

Apr 2023 - Present

Leads PepsiCo SA's full DTC and alternative channel ecosystem — spanning eB2B, single-brand eCommerce, and adjacent-business DTC — from strategy through launch and scale.

- ▶ **eB2B / trade DTC:** Architecture and launch of PepsiCo's direct digital trade channel, enabling retailers and informal traders to order directly, reducing RTM complexity and improving data capture.
- ▶ **Adjacent business DTC:** Internal DTC centre of excellence for PepsiCo's portfolio of adjacent and emerging businesses seeking direct consumer access or new channel inquiry.
- ▶ **Single-brand eCommerce:** Design and implementation of eCommerce capability for individual brands, including commercial frameworks, fulfilment architecture, and digital marketing strategy.
- ▶ **Pep Preneurs:** Township micro-reseller network — RTM design, agent recruitment model, and supply chain architecture for last-mile distribution.
- ▶ **Store-in-Store:** Retail integration model embedding PepsiCo presence within third-party retail environments.
- ▶ **Sondla Shopping:** ECD-focused nutrition distribution channel reaching early childhood development centres.
- ▶ **PepsiCo2Go:** Internal B2C eCommerce platform for employees and stakeholders.
- ▶ **Doritos Trucks:** Mobile experiential retail units — commercial model, site strategy, and partner network.
- ▶ Build detailed financial models, commercial frameworks, and governance ensuring profitability and scalability.
- ▶ Key strategic partner to executive leadership on long-term distribution and channel diversification strategy.

Director · The FoodCo

Apr 2023 - Mar 2025

- ▶ Exclusive distributor of Haldiram's India for Southern Africa — negotiated brand partnership, distribution agreements, and agency relationships.
- ▶ Developed and implemented full market-entry, import, and retail strategy across eCommerce, wholesale, and retail channels.

CEO & Founder · Bemical

Jul 2020 - Feb 2025

- ▶ Founded and scaled a hazardous-waste technology company serving Spilltech, Sasol, Shell, Engen, Anglo American, and BP — achieved fivefold revenue growth.
- ▶ Partnered with University of Pretoria Engineering faculty for R&D collaboration; appointed Chief Science Officer to strengthen scientific governance.

CEO & Founder · Nelgro Manufacturing

Jul 2021 - Feb 2025

- ▶ Built and led a manufacturing operation producing haz-mat, mining, and industrial-cleaning products with automated filling, blending, and packaging lines.

Head of Supply Chain · Futurelife (PepsiCo)

Jul 2020 - Jun 2021

- ▶ Led end-to-end supply chain (planning, sourcing, warehousing, logistics) with a team of 15.
- ▶ Reduced inventory holding from 4 weeks to 2.5 weeks within 2 months; increased forecast accuracy to +70%.
- ▶ Maintained customer service levels at +98% throughout inventory optimisation programme.
- ▶ Managed 30% SKU range expansion including novel material sourcing; initiated savings projects covering 15% of materials within 3 months.

International Business Development Manager · Futurelife (PepsiCo)

May 2020 - Jun 2021

- ▶ Launched 33 SKUs across two major developing markets within six months.
- ▶ Developed pricing strategy, JV structures, financial models, and international distribution partnerships.

Brand Manager — Cereals · Futurelife (PepsiCo)

Dec 2019 - Jun 2020

- ▶ Managed 6 cereal brands representing +70% of total business turnover; full P&L ownership.
- ▶ Delivered full brand review, category strategy renewal, NPD pipeline, and price increase implementation.
- ▶ Built brand partnerships with SuperSport Schools, SA Sevens, and SA Women's Cricket.

STARTUP INVOLVEMENT

Adsc0.ai

FOUNDER & DEVELOPER · 2025

AdTech SaaS — Google Ads Copilot for SMEs. Full-stack: React, Google Ads API, JS. GTM strategy and financial modelling.

ACTIVE · STEALTH

IQ — Intelligent Quoting

CONSULTANT & PM · 2024

InsurTech tool optimising HCV claims handling. Product management and consulting role.

STEALTH

Frugal Shoppa

CO-FOUNDER & CEO · 2018–2019

ML + OCR-powered grocery shopping assistant. Led team of 3; dissolved due to co-founder emigration.

CONCLUDED

Happy WRLD Ventures

CO-FOUNDER & CEO · 2018–2019

Equity-for-build venture studio. Delivered SHEQ platform, accident reporting tool, and encrypted comms platform.

RESIGNED · ONGOING

ACADEMIC PUBLICATIONS

2023

Kpai, P.Y., Nel, J. et al. Comparative Screening Study on Adsorption of Aqueous Pb(II) Using Metabolically Inhibited Bacterial Cultures. *Water*, 15(24), p.4259.

2018

De Goede, Nel & Niemann. Guiding buyer-supplier relationships through supply chain disruptions. *Problems & Perspectives in Management*, 16(2), 113–133.

2018

Nel, J., De Goede, E. & Niemann, W. Supply chain disruptions: Insights from SA third-party logistics providers. *Journal of Transport and Supply Chain Management*, 12(0), a377.

PROFESSIONAL EXPERIENCE · CONTINUED

UNILEVER FUTURE LEADERS PROGRAMME · 2017 – 2019

Rotational graduate leadership programme with end-to-end business responsibility from day one.

Project Lead & Assistant Brand Manager · Unilever Professional

Jun – Dec 2019

- ▶ Led creation and market launch of Unilever Professional — a new B2B brand for out-of-home consumption — managing full lifecycle from positioning through channel execution.
- ▶ Directed cross-functional NPD team to deliver 27 SKUs within 9 months; designed 3-year strategic roadmap for portfolio expansion, capex, and channel design.
- ▶ Built new B2B route-to-market network for institutional and industrial clients.

Supply Chain Segmentation & Innovation Excellence Lead · Unilever

Dec 2018 – Jun 2019

- ▶ Project lead on blockchain digital transformation — global first POC implementation, making Africa the Unilever blockchain lead globally.
- ▶ Led SC segmentation initiative; designed dynamic SLA system reducing working capital and stock risk.
- ▶ Innovation Excellence lead — launched MS Projects online tool, designed PMO function for faster NPD speed-to-market.

Assistant Manager — Supply Chain Strategy · Unilever

Mar – Nov 2018

- ▶ SC project lead across NPD projects generating €3.4M in new business; lean startup programme added €5.1M to annual sales.
- ▶ Led capex on-shoring project worth 200bps for Ice Cream; conducted long-term capacity studies across 12–60 month horizons.
- ▶ Supply chain strategy lead for innovations worth €17M annually.

Category Procurement Lead — Refreshments Africa · Unilever

Mar 2017 – Feb 2018

- ▶ Delivered €5.2M in category cost savings in 2017; €4.2M pipeline for 2018.
- ▶ Successfully landed 29 NPD projects; led resilience programme across 125 key materials.
- ▶ Hosted 5 supplier innovation days; drove pan-Africa packaging harmonisation project.