

Top executives join Heineken SA management team

Issued by [Heineken South Africa](#)

5 Oct 2018

Heineken South Africa has announced two new appointments to its management team, the first being managing director **Gerrit van Loo**. The company has also expanded the team with **Mandisi Feni** taking the reins as HR director. This follows the recent appointment of **Carmen Mohapi** as the company's marketing director.



Gerrit van Loo

[click to enlarge](#)



Mandisi Feni

[click to enlarge](#)



Carmen Mohapi

[click to enlarge](#)

Van Loo is succeeding Ruud van den Eijnden, who is departing from the local operations after three successful years as MD and will be returning to the Netherlands, where he will remain within the global Heineken family. Van den Eijnden was instrumental in securing a healthy portion of market share for the Dutch beer brewer within South Africa's highly competitive industry.

Van Loo previously headed up Heineken Ethiopia as MD and under his tutelage, Ethiopia has become one of the growth engines for the international beer maker. He previously held the position of MD of Heineken Ireland. Van Loo holds a bachelor's degree in Economics and master's degree in Law from Vrije Universiteit Amsterdam (VU Amsterdam). He completed the prestigious Advanced Management Programme at Harvard University.

HR director

Feni joined Heineken SA in September from Japanese motor manufacturer Toyota, where he held the position of head of HR operations. Prior to that, he worked as HR director for the global pharmaceutical company Bayer, covering South Africa and 12 other countries in Southern Africa. He has also worked at Coca-Cola, Ricoh and SAA in HR director roles.

Feni holds a B.SocSci degree in Industrial Psychology and a post-graduate diploma in Management, both from the University of Cape Town. He has also completed a Management Development Programme at Warwick University.

He takes over from Njabulo Mashigo, who joins Heineken's Africa Middle Eastern Europe Region as HR manager and talent lead, and will be based in the Netherlands.

Feni will focus on strengthening the business' HR capabilities and powering the company's people agenda, which includes engaging and developing talent, reinforcing leadership programmes and driving the safety agenda.

"I believe Heineken South Africa's Management Team represents the perfect mix of local and international knowledge and experience working in Africa," says van Loo.

About Heineken South Africa:

Heineken South Africa is a key player in the beer and cider industry in the country, with an impressive portfolio of brands, including Heineken®, Sol, Windhoek, Miller Genuine Draft, Amstel, Strongbow, Soweto Gold, and Tafel. Heineken South Africa is a joint-venture between Heineken N.V. and Namibia Breweries, employing around 1500 people directly and through its dedicated third-party service providers.

Visit www.heinekensouthafrica.co.za

- **Women of 1956 should inspire us to complete the work they started** 8 Aug 2023
- **Heineken collaborates to provide support services and promote responsible alcohol use** 5 May 2023
- **International Women's Month: Authentic leadership** 8 Mar 2023
- **Introducing South Africa's Taverns of the Future** 3 Mar 2023
- **Heineken brings the ultimate Greener Bar experience to the Cape Town E-Prix** 24 Feb 2023

Heineken South Africa



Heineken South Africa is an important player in the South African beer and cider market. We have an exciting portfolio of brands, spearheaded by our global flagship brand Heineken®.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>