

## MATTHEUS WESSELS

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### Summary

Highly accomplished and globally-minded **HR leader with 14+ years of international experience** across people management, talent acquisition, and HR strategy. I specialize in connecting exceptional talent within the CDMO (Contract Development and Manufacturing Organization) space to drive innovation in healthcare. My approach is research-led and human-centered, focusing on helping candidates find their next chapter and companies build mission-aligned teams.

### Experience

**Associate Recruitment Consultant - CDMO** | Apsida Life Science | Pretoria, South Africa *March 2025 - Present*

- Specialise in talent acquisition for the CDMO sector across the UK, Europe, and North America, focusing on Business Development, Manufacturing, Quality Assurance/Quality Control, and Technical Operations.
- Proactively identify and engage high-quality candidates through platforms such as LinkedIn, internal databases, and targeted headhunting strategies.
- Conduct thorough initial interviews to assess experience, skills, and cultural fit.
- Support with formatting and submission of candidate profiles to clients, highlighting key strengths and suitability for the role.
- Maintain consistent and transparent communication with candidates throughout the recruitment process, providing interview preparation, timely feedback, and guidance through to offer stage and onboarding.

**Freelance Writer** | GoodViral | Remote *November 2024 - Present*

- Research and author inspiring, solutions-focused articles highlighting global innovations, human resilience, and positive social and environmental change.
- Create content that aligns with GoodViral's mission of promoting socially responsible leadership, uplifting narratives, and values-based business practices.

**Director of People & Organisational Development** | Son's Edu | Daegu, South Korea *January 2022 - September 2024*

- Directed international HR operations across seven campuses, leading multicultural teams and embedding people-first practices to drive cohesion, engagement, and performance.
- Oversaw end-to-end global recruitment—from workforce planning to onboarding—designing scalable hiring strategies and implementing ATS-driven solutions.
- Acted as a strategic HR advisor to the CEO, championing talent development frameworks, succession planning, and leadership coaching.
- Spearheaded team culture transformation initiatives, including remote collaboration systems (Slack, Notion, Asana), employee engagement programmes, and retention strategies that elevated trust, transparency, and ownership.
- Designed and led high-impact onboarding experiences for international hires, ensuring seamless integration and cross-cultural alignment.
- Drove HR-led corporate rebranding initiatives, positioning employer branding as a cornerstone of talent attraction and internal alignment.

**Senior Manager – Global HR & Talent Strategy** | Son's Edu | Dalseo District, Daegu, South Korea  
*November 2016 – January 2022*

- Founded and led the International HR department, building the organisation's first global people infrastructure—ensuring compliant contracts, English-language HR policies, and centralised systems for international staff support and conflict resolution.
- Oversaw end-to-end talent acquisition across multiple campuses, designing strategic hiring pipelines and personally training branch managers in recruitment best practices.
- Recruited, trained, and mentored over 100 educators and academic staff, significantly improving retention, teaching quality, and long-term team cohesion.
- Spearheaded employee well-being initiatives, including inclusive policies and transparent communication channels, fostering a workplace culture of psychological safety and cultural belonging.
- Led a high-performing cross-cultural team of educators and managers, promoting collaborative leadership, professional growth, and cultural integration.
- Developed employer branding strategies using Meta, LinkedIn, and professionally designed websites (Wix, GoDaddy) to attract global talent and strengthen organisational identity.

**Head Teacher & Talent Development Lead** | Son's Edu | Dalseo-gu, Daegu, Korea *November 2013 - November 2016*

- Recruited, onboarded, and supported a team of 13+ ESL instructors, ensuring alignment with pedagogical standards and institutional goals.
- Designed and delivered structured onboarding programmes for new instructors, accelerating ramp-up time and enhancing retention.
- Created comprehensive training and coaching frameworks, improving classroom delivery and student engagement, reflected in a 25% increase in performance evaluation scores.
- Conducted structured performance reviews and implemented tailored improvement plans, leading to a 30% rise in student satisfaction and teaching consistency.
- Revamped instructional strategy by embedding project-based learning, digital tools, and differentiated instruction, resulting in a 40% increase in engagement and 15% boost in student retention.

**Freelance Global Talent Acquisition & Corporate Communications Manager** | OrangeCat Global  
**인식과사실** | Seoul, South Korea (Remote) *January 2020 - September 2024*

- Led global hiring efforts for freelance 2D/3D animators, illustrators, and translators—building agile, remote-first creative teams.
- Developed and executed cross-border recruitment strategies, navigating local market nuances and compliance challenges to build a scalable, global talent pipeline.
- Managed full-cycle recruitment—sourcing, interviewing, onboarding, and contract management—reducing time-to-hire by 30% and improving project delivery timelines.
- Directed social media hiring campaigns across LinkedIn, Twitter, Instagram, and Meta, increasing visibility and inbound applications from qualified creative professionals.

## **Skills**

- **HR Strategy & Leadership:** HR Operations, People Management, Talent Development, Organisational Development, Succession Planning, Employee Engagement & Retention, HR Policies & Compliance, Strategic HR Advising, Cross-cultural Leadership

- **Talent Acquisition:** Global Recruitment, Full-Cycle Recruiting, Talent Sourcing, Applicant Tracking Systems (ATS), Candidate Relationship Management, Interviewing & Screening, Employer Branding, Workforce Planning, Headhunting, Life Sciences Recruitment
- **Training & Development:** Onboarding Programs, Training Design & Delivery, Coaching & Mentoring, Performance Management, Curriculum Development, Project-Based Learning, Flipping the Classroom, Public Speaking
- **Communication & Project Management:** Stakeholder Communication, Corporate Communications, Project Management, Remote Team Management, Conflict Resolution
- **Tech Stack & Tools:** Slack, Asana, LinkedIn Recruiter, PeopleForce, Wix, GoDaddy, Meta, WordPress, Google Docs Suite, Microsoft Office, Canva, ChatGPT, Gemini, Claude
- **Languages:** English (Native or Bilingual), Afrikaans (Native or Bilingual), German (Professional Working)

## Education

### Master's degree, International Human Resources Management

VIU - Universidad Internacional de Valencia (2020 - 2021)

### HonsBA, History

Stellenbosch University/Universiteit Stellenbosch (2010 - 2011)

### BA, International Studies

Stellenbosch University/Universiteit Stellenbosch (2007 - 2009)

## Certifications

- Hiring Practices, UC Irvine, April 2025
- Foundations of Project Management, Google, October 2022
- Uncommon Sense Teaching, Deep Teaching Solutions, October 2022
- Generative AI Essentials, IBM, July 2024

## Projects

- **Organisational Development & Internal Comms Strategy (Son's Edu):** Led projects including curriculum restructuring and internal communications strategy to strengthen institutional identity and internal culture.
- **Emergency Pivot to Online Education (Son's Edu):** Directed the emergency transition to online education during COVID-19, launching digital upskilling programmes and maintaining staff engagement across multiple locations.
- **Employer Value Proposition (EVP) Integration (Son's Edu):** Managed global digital communication for Son's Edu, integrating brand and culture messaging across platforms (Meta, LinkedIn, Wix) to reinforce the employer value proposition (EVP) for internal and external audiences.
- **English-Language Brand Development & SEO (OrangeCat Global):** Spearheaded English-language brand development, refining the tone, UX, and storytelling of the OrangeCat Global website. Coordinated SEO and website optimisation efforts, resulting in a 30% increase in qualified traffic and improved conversion from interest to hire.