

— PORTFOLIO · CAREER & IMPACT RECORD

Mattheus Wessels

ORGANISATIONAL DEVELOPMENT · OPERATIONS ·
PEOPLE STRATEGY

I help organisations make people-heavy
work function better — turning urgent
problems into organised work.



15+

years connecting people, systems and delivery
across South Africa, South Korea and
international markets.

Building people and operating systems that help organisations grow well.

Over more than 15 years I have moved from teaching and academic programme coordination into international recruitment, people operations, organisational development and multi-site operations.

At Son's Edu in South Korea, I established the organisation's first international HR and recruitment function, supported more than 100 international educators and staff, and advised senior leaders as the group expanded across 11 campuses.

Today I run **Talent Atlas**, advising businesses and coaching people through career decisions. I'm especially drawn to work that connects people, ideas and opportunities across countries and cultures.

“Growing organisations often have people, processes and communication working at cross purposes. My work bridges strategy and daily, cross-cultural operations.”

Education & Academic Ops

Curriculum leadership, teacher coaching, multi-campus coordination.

People Operations

International recruitment, employment policy, cross-cultural mediation.

Digital Communications

Brand positioning, audience growth, web asset management.

Programme Delivery

End-to-end product development, distributed contractor management.

Languages

English & Afrikaans — native · German — professional working

The numbers behind the work.

100+

International educators and staff recruited, onboarded and supported across multi-campus operations.

KRW 72M

Reported annual savings (≈ USD 53,700) by bringing international recruitment in-house.

72 hrs

To move 1,000+ students and 40 educators to online learning when COVID-19 was declared a national emergency.

5k → 11k+

Student growth supported across 11 campuses, with staff growing from ~11 to 100+ international employees.

+40%

Production capacity after redesigning the contractor model, with ~30% faster time-to-hire and KRW 50M saved.

15×

Client content views in one month (2,341 → 35,638); interactions grew from 30 to 510.

The operational flywheel.

Clarify

01

Turn urgent problems into organised work. Define the immediate sticking point and set priorities.

Structure

02

Build practical processes where they are missing — workflows, budgets and English-language policies.

Align

03

Bridge cultural and language gaps. Translate expectations into usable steps and mediate between management and staff.

Deliver

04

Drive cross-functional coordination, manage distributed suppliers and track milestones so the operation runs consistently.

CAPABILITY STACK

Strategic

Organisational development · Workforce planning · Multi-site operations · Change management

Structural

International recruitment · Distributed team coordination · Digital growth · Project management

Foundational

Cross-cultural communication · Manager & teacher development · Mediation & discretion · Curriculum design

TOOLS

Slack · Asana · Notion · LinkedIn Recruiter · Microsoft 365 · Google Workspace · WordPress · Wix · Canva · Meta Business Suite · AI-assisted content workflows

A career of expanding scope.





Son's Edu · 2016–2022

Building an international HR function from scratch

CHALLENGE

A fast-growing multi-campus education group had no consistent recruitment, onboarding or accessible English-language policies for its international educators.

WHAT I DID

Designed the organisation's first international HR and recruitment process — sourcing, selection, onboarding, staff support, contracts and visa documentation — and brought recruitment in-house.

KRW 72M

reported annual savings

100+

contracts negotiated

3

Head Teachers promoted to management



Son's Edu · COVID-19

Moving an entire school online in 72 hours

CHALLENGE

The government declared COVID-19 a national emergency, closing physical campuses and putting all teaching at risk.

WHAT I DID

Coordinated rapid platform decisions, educator readiness and clear communication, and introduced Slack, Asana and Notion to keep teams coordinated.

72 hrs

to full online delivery

1,000+

students moved online

40

educators mobilised

III

OrangeCat Global · 2020–2024

Scaling cross-border creative production

CHALLENGE

A slow contractor model was bottlenecking creative output for an international educational media brand.

WHAT I DID

Redesigned the contractor model and workflows; sourced animators, illustrators, voice artists and translators; handled briefs, contracts and cross-border payments; led the website redevelopment and supported the Vietnam office set-up.

-30%

time-to-hire

+40%

production capacity

+80%

international web traffic

IV

EngFlip · 2024–2025

Delivering a four-book learning series on budget

CHALLENGE

Develop a complete flipped-learning English reading series within tight budget and time limits.

WHAT I DID

Led planning, content development, editing, quality review and production, coordinating a distributed team of editors, designers and reviewers.

4

learner workbooks delivered

KRW 10M

budget (≈ USD 7,500)

5 mo

from plan to production

V

Talent Atlas · 2025–Present

Digital growth and advisory for independent clients

CHALLENGE

Clients in healthcare, manufacturing and education lacked operational clarity and an effective way to communicate with their audiences.

WHAT I DID

Led discovery, shaped positioning, and delivered websites, brochures, brand materials and content plans — bringing in contributors when needed. One South Korean client flew me to Seoul for a month to work alongside their team.

ALSO

Career coaching built on the Talent Atlas Human Performance Index — a practical discussion framework for capability and role fit.

Content views · one month

2,341 → 35,638

Direct audience interactions

30 → 510

4 markets

South Africa · United States · South Korea · New Zealand

Where people, systems and delivery meet.

01

Structure must be practical.

A system that needs constant enforcement is a bad system. Good operations make the right way the easiest way.

02

Communication is an operational tool.

Bridging language and cultural gaps is about clarifying expectations so people can act on them.

03

Strategy requires delivery.

Planning means nothing if the team on the ground cannot carry it out. Success is measured by implementation.

Ready to build.

Open to organisational development, operations and people management roles — in South Africa or internationally.

matt.rikus@gmail.com

+27 65 241 3606

[linkedin.com/in/mhwessels](https://www.linkedin.com/in/mhwessels)