

New brand manager for Windhoek beer at Brandhouse SA

26 year old Jody van der Heyde has been appointed brand manager for premium Namibian beer brand, Windhoek and its three variants: Windhoek Lager, Windhoek Light and Windhoek Draught.

Based in Cape Town at Brandhouse, the distributors of Windhoek and other brands including Johnnie Walker and Baileys, Van der Heyde will be responsible for managing the day-to-day activities on the full Windhoek range and will focus on maintaining and building the brand's premium status.

Three years' experience in the brand management field gained at Unilever on such FMCG brands as Knorr Cup-a-Soup, Magnum and Cornetto ice-creams, stands him in good stead for his new role.

Van der Heyde obtained a Diploma in Marketing and Business Management from Damelin after matriculating from Rondebosch Boys High School. He then completed a Bachelor of Business Science Degree with Honours in Marketing at the University of Cape Town in 2002 before joining Unilever South Africa Foods division as assistant brand manager for Knorr.

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