



josdirkx

PROFESSIONAL EXPERIENCE

My name is Jos. I travel the world, have founded global initiatives, and consult to businesses internationally on go-to-market strategy, education and technology and doing work with purpose.

EMEA AND APAC

6/2018 – 12/2019

YPO – International Consultant



The Young Presidents Organization is a member-only global advisory and network that enables top CEOs globally with the world's most advanced learning, networking and business solutions. To best serve this community of high-achieving executives, I advise a team of learning and educational specialists on education portfolios to meet the needs of the members. Strategy and education portfolios range from EdTech, to content, to global execution of Innovation Events.

- Advise on content and learning strategy, content and modules, channels and speakers
- Design on strategy leveraging relevant and timely EdTech models across all global regions (save for North and South America) - heavily focused on Machine Learning and AI
- Ample global experience - consulting to teams based in Sydney, Hong Kong, Mumbai, Dubai, Johannesburg and London

“Jos makes a difference through her ability to lead a team; through her thoughtful approach to issues - seeking to understand both the issue and context - and her commitment to leading in a positive and proactive way through complex challenges.”

DELL EMC - CONSULTANT AND TRAINER

1/2019 - 5/2019

DUBAI, UNITED ARAB EMIRATES



Dell EMC is one of the world's leading technology providers. I am responsible for designing and implementing a training course for mid-management talent in preparation of advanced leadership roles. As part of the course design, I will leverage an AI narrative platform which I have co-built and for which my co-founder and I have a patent pending, to better track challenges prior to the training.

- Use AI based learning for improved understanding of workplace dynamics
- In-person training and workshops for leadership development
- Design an entire four-day course with dedicated content suited for the target audience of mid-management talent
- Deliver the training and deliver relevant reporting structures for sustainable change

"It was a pleasure collaborating with Jos! Jos shared tips on how to be a confident public speaker which includes noticing things such as the pitch and tone of voice, the speed at which we are speaking and how we use posture to enhance our message. Jos, thank you very much for being our guest speaker and sharing your expertise and knowledge, leveraged from your own experiences and travel".

VAN CLEEF & ARPELS - CONSULTANT AND TRAINER

1/2018 - 12/2018

DUBAI, UNITED ARAB EMIRATES

Van Cleef & Arpels

Haute joaillerie, Place Vendôme depuis 1906



Van Cleef & Arpels is a French luxury jewelry, watch, and perfume company. At Van Cleef & Arpels, I worked with the team on a variety of different courses, including Presenting with Purpose, Public Speaking and Creative Writing. I was responsible for creating each of these courses.

- In-person training and workshops on Presenting with Purpose, Public Speaking and Creative Writing
- Design 1:1 training, week-long and 6-week long course with dedicated content suited for the target audience of mid-management talent
- Deliver the training and deliver relevant reporting structures for sustainable, long-term behavioral change

"Jos helped us craft our presentations to make them exciting and engaging..."

**LEYMAH GBOWEE, NOBEL LAUREATE AND
PEACE FOUNDATION - CONSULTANT**

**3/2018 – 4/2019
NEW YORK, USA**



LEYMAH GBOWEE
FEMINIST | ACTIVIST | PEACE BUILDER

Leymah Gbowee is a Nobel Peace Prize Winner, recognized for her tireless efforts to end the war in Liberia, and the founder of the Gbowee Peace Foundation Africa. An award-winning documentary highlighting Leymah's life story was produced by Abigail Disney. I am currently the Communications Advisor to both Leymah Gbowee and her team at the Gbowee Peace Foundation Africa.

- Design and create communications and marketing campaigns highlighting Leymah's work and future events;
- Create nuanced communication approach to help build the bridge between Leymah's multicultural audience
- Conduct in-depth research with concerned stakeholders (United Nations, UN women, Fork Foundation) to design and articulate Leymah's world-changing brand vision

"I'm very happy to recommend Jos, a consultant with a particular focus on cross-cultural communication. We're still in the planning process ourselves - but so far Jos has led workshops with Leymah and multiple stakeholders to identify Leymah's brand values and guidelines..."

INTERNATIONAL HOUSE - CONSULTANT

**3/2018 – 7/2018
NEW YORK, USA**



I-House is a vibrant, global community and graduate student housing, with over 700 residents from over 100 countries. The house fosters cross-cultural understanding and lifelong connections, providing a lived experience designed to instill leadership skills grounded in core values of respect, empathy and moral courage. At I-House, I worked with the team on their communications and marketing strategy, aligning their core messaging with future themes.

- Design 360 degree communication strategy for I-House's global audience
- Work with major stakeholders and present strategy to I-House's Board of Directors
- Leverage an in-depth understanding of cross-cultural communication to inspire and motivate the International House community

SMOLLAN - CONSULTANT

1/2019 - 5/2019

JOHANNESBURG, SOUTH AFRICA



Smollan is a global, leading retail solutions provider with a presence in over 60 countries. I worked as a consultant to Smollan between Johannesburg, Mumbai and Dubai re-structuring the advertising, messaging and communication around Smollan's go-to-market strategy.

- Conducted extensive market research - interviewing key stakeholders and engaging in elaborate M&E in order to design marketing and advertising strategy for Smollan across India
- Worked with Innovation team on re-thinking traditional retail
- Advised on go-to-market advertising strategy leveraging discussion around tech integration and effective storytelling

EVOLVENCE KNOWLEDGE INVESTMENT - CONSULTANT

4/2016 - 4/2017

DUBAI, UNITED ARAB EMIRATES AND DOHA, QATAR



Evolve Knowledge Investments (EKI) is the education platform of the Evolve Group and focuses on establishing private schools offering a variety of curricula. I advised on the growth and marketing strategy for a portfolio of schools wholly owned by Evolve Knowledge Investments across the Gulf.

- Designed 360° company-wide marketing strategies to drive registrations to each of the schools
- Managed investor relations and stakeholder relations
- Focus on regional expansion, communications strategy and storytelling for increased school enrollments, strong academic performance and brand strength

"Beyond Jos's leadership, what really stood out was her ability to inspire and motivate."

IBM - BRAND AND ADVERTISING MANAGER

11/2013 - 4/2016

MIDDLE EAST AND AFRICA



IBM is a leading global technology provider. I managed a multi-million dollar budget and cross-regional team to develop the IBM brand in Middle East and Africa through advertising, digital strategy, brand strategy and execution, communications, employee communications, video and digital content creation, and internal corporate development.

- Led communications and brand strategy for Middle East and Africa spanning 70 countries

- Responsible for largest regional employee training campaign and managed multi-million dollar advertising budget
- Led all go-to-market advertising campaigns for the IBM brand in Middle East and Africa, collaborating with colleagues in Social and Digital Departments
- Managed 11 cross-regional teams - consistently outperforming other teams globally
- Responsible for the data analysis of the IBM Brand in Middle East and Africa on IBM's internal brand measurement tracking tool, supporting in the development of the tool during beta stages
- Founded IBM UAE Women Business Group: on inclusive leadership, built team from 2 to 52 people

“Jos is just amazing! What impresses me is that she’s so humble and kind, considering her huge background, having won awards in media and being a world traveller. And despite all this she remains so beautiful in & out, and so simple and kind...”

UNITED NATIONS – PUBLIC RELATIONS SUPPORT

12/2013 – 3/2014
ASMARA, ERITREA



The United Nations is a global organization that brings together its member states to confront common challenges and manage shared responsibilities. I delivered the digital training strategy for the United Nations Development Program in Asmara, Eritrea.

- Re-designed programmatic digital content for strategic project implementation (country-wide)
- Responsible for digital and internal communications and internal technical communications support
- Wrote and advised on all content and design.

ACADEMIC STUDIES

9/2009 – 4/2011

OSLO, NORWAY

**PEACE AND RESEARCH INSTITUTE OSLO / STELLENBOSCH
SOUTH AFRICA – MASTERS, CONFLICT DYNAMICS AND GLOBAL
POLITICAL ECONOMY**

I completed a joint Master's degree between the Peace Research Institute in Oslo, Norway and Stellenbosch, South Africa.

Through my thesis, I explored the role of sport during apartheid in South Africa and further looked at the conflict and the impact of conflict (post and during) on the global political economy.

9/2005 – 5/2009

TORONTO, CANADA

**YORK UNIVERSITY – BACHELOR DEGREE, INTERNATIONAL
POLITICS**

I completed two Bachelor Degrees, one in International Politics.

For this degree, the focus was on foreign affairs, public policies, international development, economic trends, social issues, international law.

9/2005 – 5/2009

TORONTO, CANADA

YORK UNIVERSITY – BACHELOR DEGREE, THEATRE

I completed two Bachelor Degrees, one in Theatre Performance.

- For this degree, the focus was on a multi-faceted approach to theatre, acting and performance.
- Performance - voice, breath, stage work.
- Writing - creative writing, script writing, stand up and improv theatre.
- Music - singing, reading music, music performance.

INSTAGRAM:

@JosDirkx

@GirlsDoGood

**I LOVE
QUESTIONS**

Get in touch via hi@josdirkx.com

USEFUL LINKS

www.josdirkx.com

www.girlsdogood.co

www.girlsandfootball.org

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