# CHRISTOPHER VAN BLERK

## Business Transformation, Automation & AI

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Cape Town based · Available for Bellville, in office and hybrid work

### PROFESSIONAL SUMMARY

I modernise how teams work. For more than ten years I have mapped how operations really run, redesigned the process, and built the systems, automation and reporting that make the new way stick. At The Lewis Group I spent seven years as the embedded solutions lead for a 100 seat sales call centre, two collections floors and the HR, Sales, Collections and Procurement departments, rolling changes out through daily sessions with the executive team. As co-founder and director of a software company I ran strategy, budget and delivery and produced the group CEO's daily operations report. Today I report to the COO of an FMCG business, where I have replaced manual reporting and processes with dashboards, CRM and AI automation, and I write the weekly growth report and business cases leadership uses to make decisions. I combine hands on technical skill with a background in applied psychology, which is why the changes I lead get adopted.

### SELECTED RESULTS

- At The Lewis Group, mapped and redesigned the operating flow for a 100 seat sales floor and two collections floors, then extended one platform across HR, Sales, Collections and Procurement, with live wallboards, agent metrics and daily rollout sessions with the executive team.
- Replaced manual reporting with a data platform and dashboards I built from scratch, after finding the existing figures overstated active partners by about a third and month to date revenue nearly fourfold. Rebuilt the metric definitions so leadership works from one trusted source.
- Migrated the company's CRM to a new platform, linking about 3,000 contacts and 350 partner accounts, and moved the sales team from unassigned leads to a pipeline with owners, tasks and daily KPIs.
- Built AI and automation workflows with n8n and LLM APIs, including document matching for procurement, and wrote the company's AI usage and content approval policy.
- Caught a R1.4 million batch of orders that a vendor's overnight deployment had wrongly forced to completed status, traced the cause and stopped dispatch while stock was being loaded, with no loss.

### CORE COMPETENCIES

- Business transformation & process redesign
- Business cases, budgets & benefit tracking
- Working with IT & technology partners
- Requirements, testing & implementation
- Strategy papers & COO and Exco support
- Automation, AI & emerging technology
- KPIs, dashboards & executive reporting
- Change management, training & adoption
- Governance, controls & POPIA compliance
- Team leadership & stakeholder management

### WORK EXPERIENCE

**Growth Manager** | Food Sock Meals, Strand — Jun 2026 to present

Joined as Reseller Manager. Scope grew to Head of Sales within three months and to full growth ownership (sales, marketing, CRM, data and systems) in October 2026. Report to the COO and lead a team of three. Food Sock is a South African FMCG business selling through 300+ independent resellers, e-commerce, retail and NGO channels.

*Systems, automation & digital*

- Led the CRM migration and the n8n automations behind lead routing, follow up and reporting. Set up WhatsApp Business messaging with consent compliance.
- Rebuilt the partner ordering portal with a phone first design and one tap reorder, cutting the shop page's load by more than 90%. Rebuilt two brand websites and built a third from scratch with self service content management, analytics and POPIA compliance.

*Data, reporting & executive support*

- Built the company's Insights Dashboard (Node/TypeScript, PostgreSQL), combining e-commerce and order data into one view of revenue, partner activity and retention.
- Write the weekly growth report for the CEO and COO, covering performance, pipeline, risks and the decisions needed. Built the 12 month growth plan with revenue modelling and a hiring business case, and the monthly marketing budget plan approved by the CEO and COO.

*Process & programme design*

- Diagnosed partner churn with cohort analysis (two thirds inside 30 days, day 60 decisive) and redesigned the onboarding process around it: the First 90 Days programme, a 15 chapter Reseller Playbook and a three tier offboarding framework.
- Wrote the sales team's lead outreach playbook and the company's creative framework, which sets the rules, QA checks and approval steps for all brand content. Led the marketing rebrand and manage the external marketing agency.

**Founder & Technical Consultant (part time)** | Rolodex, Cape Town — Jan 2026 to present

- AI and automation solutions for small business clients with n8n and the Anthropic and OpenAI APIs, including an LLM workflow that matches supplier documents to a procurement register. Built a 200 line item procurement tracker for a manufacturing start up in Hamburg.

**Platform Specialist & Front End Developer** | Genius Platforms, California (remote) — Apr 2024 to Dec 2025

- Platform delivery for US clients in an Agile scrum team: requirements, implementation, testing and release, with stakeholder support through Jira, Rocketlane and Freshdesk, and the documentation and training that drove adoption.

**Co-founder & Director** | Bluelight Software, Cape Town — Feb 2022 to Mar 2024

- Co-founded and directed a software company, responsible for strategy, budget, client relationships and technical direction, including legacy system modernisation. Met almost daily with the executive team of our principal client, The Lewis Group, and produced the CEO's daily operations report.

**Developer & Client Solutions Lead** | Brainwave Projects, Cape Town — Jan 2015 to Jan 2022

- Seven years embedded with The Lewis Group, a JSE listed credit retailer, as solutions lead for its call centres and head office departments. Built and supported the systems, dialler integration, SQL Server reporting and live wallboards behind the sales and collections floors.
- Worked daily with the Sales Call Centre Manager to map how agents worked, define the metrics that mattered and redesign the flow, then took the same approach to HR, Sales, Collections and Procurement. .NET, SQL Server and JavaScript.

## EDUCATION & CERTIFICATIONS

- Diploma in Counselling and Communication Skills (NQF 6), major in Business Communication, South African College of Applied Psychology (SACAP), 2015
- Private Pilot Licence, Morningstar Flight Academy, 2021

## TOOLS & TECHNOLOGY

Automation & AI: n8n, Anthropic (Claude) and OpenAI APIs, Zoho Bigin, GoHighLevel, WhatsApp Business API. Data & reporting: SQL (PostgreSQL, SQL Server, MySQL), Looker Studio, Metorik, Google Sheets modelling, custom dashboards. Engineering: TypeScript, Node.js, React, .NET (C#), Python, Next.js, Docker, Linux, Git. Platforms: WordPress, WooCommerce, Shopify, GA4, Google Search Console. Delivery: Agile/Scrum, Jira, Rocketlane, Notion.