

## PERSONAL DATA

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## CAREER

- 2009-present **Lecturer Strategic Marketing and Management;** *Academy of Accounting & Financial Management, The Hague University of Applied Sciences, The Hague*  
Project manager development (new) Associate degree programme  
Project manager (new) International Financial Management & Control programme
- 2004-2009: **Entrepreneur;** *Focus Marketing & Sales (FMS) BV (Owner), Amsterdam*  
FMS owned 50% of the shares in Two Eyes Company (TEC) BV. TEC was founded in 2004 and manufactured and sold high-end video and audio solutions. The flagship product was a design LCD TV in a cabinet with lift system. Products were sold via distributors in 7 countries.
- 2002-2003: **CEO;** *PEPC (Satellite Newspapers) Worldwide NV, The Hague*  
PEPC (39 employees, founded in 1999, had offices in The Netherlands, Hong Kong and the US) and distributed globally more than 200 international newspapers via a satellite network and sold these newspapers through digital kiosks ('print on demand'). Built a new management team; Developed a business plan and marketing- and sales plan; defined target markets and sales strategy (through direct and indirect sales), established goals and quotas.
- 2001-2002: **Lecturer Economics and Strategic Marketing Management;**  
*St. Nicolaas Lyceum, Amsterdam and University of Applied Sciences InHolland, Amsterdam*
- 2000-2001 **Sabbatical**
- 1994-1999: **Country Manager North West and South Europe (Benelux, UK, France and Spain);**  
*Banyan Systems, Amsterdam, London, Paris; Banyan is now part of Unisys*  
Banyan developed and sold (network) software for large corporate networks.  
Responsible for achieving revenue and profit targets. Managing 35 employees in 3 offices/countries. Managed the transition from a software to a services business.
- 1991-1993 **Branch Manager Finance;** *Stratus Computers, Maarssen*  
Responsible for managing a sales team, selling fault-tolerant computer systems into the insurance and banking market. Selected software applications and developed partnerships.  
Successful entry in the health care insurance market.
- 1990-1991 **Branch Manager Insurance;** *Unisys Computers, Amsterdam*  
Responsible for developing new product-market combinations and selecting software applications. Successfully sold turnkey projects into new insurance accounts.
- 1987-1989 **Director Marketing & Sales;** *MID/Media Informatica Groep, Heemstede.*  
Software company of 85 employees. Responsible for achieving revenue and profit goals.

1980-1986 **Various sales positions; Burroughs Computers/Unisys Computers, Amsterdam**

### **Core competencies**

- Motivating people
- Analyzing business opportunities; strategy development; 'out-of-the-box' thinking
- Product and market development (new product-market combinations; multi channel distribution)
- Change management
- Focused, integral implementation and execution of strategy
- Proven success in execution of (new) business plans and achieving goals
- Teaching

### **Market Experience**

- *Business to Business* and *Business to Consumer* markets
- Product manufacturers and services companies
- Market segments: ICT, Media, Hospitality, Consumer Electronics and Education

### **EDUCATION**

1980 Bachelor in Business Administration, Nyenrode Business University, Breukelen, The Netherlands

1977 Gymnasium B

Languages: English (fluent, CPE certificate, C2 level); French and German (almost fluent)

### **ADDITIONAL INFORMATION**

- 54 years of age (born on May 1, 1957), 2 daughters (14 and 12 years old)
- Hobby's: golf, travelling, reading and teaching
- Chairman Youth Committee HIC Hockey club in Amstelveen; 530 youth members; 2009 – present