

Curriculum Vitae

Rein Willemsen



Motto

1. Marketing and Innovation produce RESULTS; all the rest are costs.
2. Entrepreneurial Leadership = BRAND.

Professional Specialisation

Strategy & (Financial) Marketing

Academic Study

Master in Economics and in Human Geography, Free University Amsterdam

WORK & CUSTOMERS

2003 – 2008: entrepreneur/partner at Business Spirals in Monnickendam

- SABIC Petrochemicals, Riyadh, Saudi Arabia (2007): the reorganization of **Corporate Business Intelligence & Operational Excellence** for six SBUs: Chemicals, Polymers, Metals, Fertilizers, Intermediates and Speciality Products.
- Patient1, Monnickendam 2007/8, **Product Innovation** in starting Platform for chronic patients in heart diseases. **Bottom Up Breakthrough** in combining ICT, Content and Communities for 1 million target patients. Looking for the last € 300,000
- **Strategic Re-positioning & Operational Excellence** for four Tissue Banks – European Skin Bank (Beverwijk), Heart Bank (Erasmus Rotterdam), Cornea Bank (NIN Amsterdam) and Bones Bank (LMC) – into one new Tissue Chain from 1. January 2008.
- SABIC Petrochemicals, Riyadh, Saudi Arabia (2007): **Advanced Value Added Marketing, Branding & Territory Management** as Breakthrough in Supply Chain Performance in two of their six SBUs.
- LIOZ, Apeldoorn (2007/8): **Product Innovation involving Venture Capitalists** for the Outsourcing of Hospital Procurement. Looking for the last € 250,000
- ECO-Port NV, Monnickendam, 2007/8: **Product Innovation & Venture Capitalists** for Waste & Renewable Energy. The critical triangle between Technologies, Regional Waste Ports and Investments. Actually we are financially investigating the last puzzles in Canada, Switzerland, South Africa, Saudi Arabia, The Netherlands and Nigeria. Looking for last € 25,000,000
- Dutchy Robot, Nieuwegein (2006): **International Market Research & Financial Valuing** international info/educa/entertainment industry for “human” robots. Looking for last € 1,200,000
- Spoorflex Zwijndrecht: their profit in 2006 is the same as their turnover in 2003 due to **Customer Intimacy** in RailCargo implemented during one year.

- IProfs Haarlem (2006), a Java IT organisation becomes number ONE in The Netherlands because of their **Marketing Re-Positioning & Customer Intimacy**.
- DSM SBU DAI, Delft (2005), **Customer Intelligence & Operational Excellence**: tripling the productivity in marketing/ sales in their plants in seven countries in one year and doubling the performance of product & business managers in Delft.
- UNA/Reliant Energy Europe/NUON in 12 electricity plants (1998-2005): **Operational Excellence** in a four year **Management Development Program** for 96 line managers of "Power Generation" in 12 electricity plants.
- SAS EMEA Bussum, (2004): Customer Intimacy: **Sales Force, Processes & Productivity** for their Dutch B2B markets. Their sales volumes increased with 35%.
- **Entrepreneurial Network "Business Spirals"**: since September 2005 – MKB+, ICT and Care/Cure – we organise annually five meetings with average 130 participants; target December 2007 200 directors. Click on www.businessspirals.com
- Deutsche Postbank, Bonn 2002/2003: **Sales Forces, Processes & Productivity** (for their Operational Excellence): from 13 towards 3 Call Centres (Hannover, Stuttgart and Dortmund).
- **Trusted Business Advisor**: annually app. 14 directors/managers.

1998 – 2002: director own consultancy company, Reinart Innovative Results

- Publicis International, Amsterdam Buitenveldert, (2002): **Strategic Market Re-positioning & Customer Intimacy** of their business processes.
- Avebe Veendam & Winschoten, (2001/2): **Operational Excellence** in seven Supply Chains; and the implementation (cost reductions: 90.000.000 Euro).
- ASML Veldhoven (2001), ABN AMRO Amsterdam (2001), OCE Venlo (2001) and P&O Nedlloyd London (2001): **Product Innovation** in applying our new Business intelligence scan to **Benchmark** their international markets and **finding Best Practices**.
- Technical University of Twente, Enschede (2000): **Product Innovation** in designing & implementing a Business Intelligence Scan with Prof. Groen and 5 Chinese Masters in Operations Research.
- Ericsson, Enschede & Monchen Gladbach (2000): **Leadership in Operational Excellence**, designing & implementing two year Management Development Program for all Dutch and German Top Managers.
- Knowledge Centre Utrecht, (1999): **Product Innovation** in designing & implementing the Regional Knowledge Centre for Innovative ICT entrepreneurs, financed by University of Utrecht, Polytechnic of Utrecht, Syntens, Chamber of Commerce and ABN AMRO.

- Fokker Aero Structures Woensdrecht (1999): **Customer Intelligence and Strategic Market Re-orientation** to attract Boeing 737 for their maintenance.
- Oranjewoud Heerenveen (1998/1999): **Operational Excellence** and implementing their **Knowledge Communities** between their 9 regional offices.

1996 – 1998: senior business consultant The Performance Group working for **Top 300 European companies in London, Oslo en Zurich.**

- Facilitating the **Balance Scorecard** with the top 5 Executives level in Norsk Hydro in Oslo and the program manager for this management change program.
- Facilitating the **Balance Scorecard** with the top 4 Executives in Cardo in Malmo.
- Facilitating the **Balance Scorecard** with the two Division Directors “Cold” and “Hot” in Electrolux in Stockholm; the design & implementation of their change factories.
- Facilitating the **Balance Scorecard** with the top 6 Executives in ABB in Zurich.

1989 – 1995: director at the Polytechnic & University of Utrecht (Dutch/English Bachelor & Master in International Business Administration and in International Marketing & Marketing Research).

- **Start up Economic Faculties** at the University in Cantho (Vietnam) and at the University of Manado (Indonesia) and at the University of Kiev (Ukraine).
- **Associate Professor in International Marketing** – Advanced Value Based Marketing, Product Branding & Launching, Sales & Account Management and Product Line Management – at the Universities of Essen and Duisburg, Germany.
- **Marketing & Educational Facelift** in the business academies of Achmea, Heineken and Academic Hospital Groningen.
- **B2B Marketing Research** for the Trade Exchange Organizations in Katowice (Poland), Utrecht (Holland) and Cantho (Vietnam).