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## Chief Executive Officer

*One of the top 10 leaders in UK food and drink industry with extensive years of experience producing sustained revenue and business growth for FMCG companies.*

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Top operational decision-maker with success achieving profit objectives within turnaround and rapid-change environments. Consistent record of developing a strategic plan to support organisation's vision, translating business plan to staff, and modifying procedures in response to changing internal and external factors. Demonstrated ability to distil complex business problems into tangible revenue, efficiency, and margin driven business expansion with commitment to quality, employee engagement, and customer satisfaction. Would excel in leading an (international division of) UK public or private company in consumer goods and consumer services. Possess multi-lingual proficiencies in Dutch, English, German, and French.

### Highlights of Expertise

- Mission & Strategy Development
- Policy, Procedure, & Process Design
- Visionary Leadership
- Operational Excellence
- Transformation & Change Programme
- Team Building & Performance Improvement
- Profit Optimisation
- Cost Re-structuring
- Key Commercial Partnership Development
- Mergers & Acquisitions

## Career Accomplishments

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- Spearheaded daily activities of leading foodservice company in UK with 7.500 staff and £2.2B sales.
- Transformation of the 2nd largest Potato Processor in Europe, best financial year in history of the company, largest investment ever, acquisition in China, new business process and top structure.
- Re-structured loss-making business into profitability in nine months, largest supplier to British retail with £2.5B turnover and 15.000 staff.
- Introduced new business processes, increased prices, and significantly reduced costs for second largest volume player in the global razor blade industry.
- Championed five transformations in a dynamic and international environment.

## Current Activities

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- Interim CEO
- Chairman of the board of a leading independent beef producer in Scotland
- Advisor to Private Equity in strategic and due diligence projects
- Investor in and advisor to small start-ups in consumer and food space.

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## Career Experience

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### **INTERIM CHIEF EXECUTIVE OFFICER** (November 2018 – January 2020)

Leading the business in a challenging time in which sugar is deregulated and no longer (as) profitable. Member of the executive Board.

- Achieved best financial year in history (1962) of the company.
- Evaluate and re-design the business process and structure. New top-structure implemented.
- Evaluate and reformulate the strategy. Strategy agreed with Supervisory Board
- Develop the plan and processes for a 250/500 million investment program. Largest investment in history of the shareholder agreed.

### **INTERIM CHIEF EXECUTIVE OFFICER** (October 2016 to November 2017)

Promoted a customer-focused environment within business, developed high-level key account relationships, built competent teams, and implemented effective strategies to achieve business goals.

- Established, monitored, and improved organisational practice by defining new business strategy.
- Re-built executive team, improved processes, and streamlined reporting activities.

### **INTERIM CHIEF EXECUTIVE OFFICER** (January 2016 to July 2016)

Devised tactical action plans focused on improving financial performance, establishing long-term business growth, and building competent teams to drive achievement of objectives.

- Re-structured business strategy for cereal, snacks, and cereal bars while re-aligning organization structure for optimum benefits.
- Carved out and sold the business to private equity.

### **INTERIM GROUP CEO** (December 2013 to April 2014)

Drove organisational improvements and implementation of best practices while implementing policies and objectives to ensure continued operation with increased productivity and maximum return on investments.

- Re-vitalised corporate governance strategy and oversaw divestment of business.
- Reversed losses into profits by re-designing business processes and reducing costs.

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**CHIEF EXECUTIVE OFFICER/MEMBER OF THE EXECUTIVE BOARD** (September 2008 to July 2012)

Devised and implemented strategic plan to guide direction of business and overseeing day-to-day operations to assure a smoothly functioning, efficient organisation. Stabilised operational activities through development and execution of standards, controls, procedures, and regular evaluation.

- Turned around a loss making company into profitable entity within nine months to deliver profits.
- Established company as number one supplier in British retail industry along with annual sales £2,5 billion, 15.000 employees, and 32 production sites.
- Directed operations and business activities of largest British European Food Company with about 25% market share in pork, beef, lamb and chicken to produce desired results.

**CHIEF OPERATING OFFICER/MEMBER OF EXECUTIVE BOARD** (January 2007 to September 2008)

- Built efficient systems, processes, workflows, and procedures for maximum optimal value for money. Led improvements in services by assessing existing situation and anticipating changes in external environment.
- Set comprehensive goals for business growth while managing convenience division with an annual turnover of €1.5B Euro more than 5.000 employees.
- Increased operational productivity by developing effective management structure and reporting process as well as re-defining customer intimacy and initiating NPD funnel processes.
- Provided leadership expertise to Europe's largest meat company with a turnover of more than €9B and aided in acquiring 55 global rank in consumer goods companies during 2012.

**CHIEF EXECUTIVE OFFICER/MEMBER OF EXECUTIVE COMMITTEE** (January 2003 to December 2006)

Established an organisational environment that promoted positive staff morale within fourth largest processed potato company in world. Solidified company's position in a competitive market place by guaranteeing organisation developed infrastructure and assets to deliver required services and value. Refinanced business to avail significantly lower interest rates than ones on existing loans.

- Increased process effectiveness by re-designing S&OP, re-structuring European management team, and implementing robust dual strategy.
- Boosted company profits by 100% and achieved three innovation awards in retail.
- Cultivated strategic partnerships with Simplot in US, Latin America, and China.

### Additional Experience

**Independent Advisor !** Private Equity London, UK

**Executive Director European Operations RCI !**

**Vice President - New Business Development, Strategy & Marketing !**

**Senior Director, Marketing Director, Area Director, & Manager New Business Development !**

**Product Manager/Secretary/Member of Strategic Groups Unilever !**

## **Education & Credentials**

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Master of International Business, Nyenrode, Netherlands School of Business

Bachelor of Business Administration, Nyenrode, Netherlands School of Business, Breukelen, the Netherlands

Professional Development: ICO & Brand Management Courses | Executive Agricultural Course IMD and Harvard  
| Finance Executive Course | Strategies for consumer goods | Selling & Coaching Skills