

CURRICULUM VITAE

R.J.H van den Dool



Contact Details

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Personal Details

Surname: van den Dool
First Name: Richard
Date of birth: 4 September 1974
Marital status: Married, 3 kids (14,11,7)

CEO / CCO with strong management experience on business transformations & growth strategies Increase commercial strength, scope and reach

- True People manager able to connect, inspire and make things happen. Walk the talk
- Proven Managing Director with passion for Technical Excellence, Customer, Sales, Marketing, Finance
- Strong at internationalization, business integrations, turnaround and change-management programs
- Experienced in leading cross border teams with result driven & inspiring leadership style
- Entrepreneurial spirit with personal accountability to lead all business activities.
- Analytical & conceptual strong, emphatically, solution-orientated, listener, open & transparent
- Financially skilled and experienced with P&L & bottom line responsibility, budgeting, forecast & planning
- Strong with customers! Experienced in managing large customers, contracts, OEM, partner programs
- Strong background in technical and Industrial sales, distribution and service
- Key words: Fun, Respect, Trust, Accountability, Focus, Pro-active, Going extra mile, Make it happen

PROFESSIONAL EXPERIENCE

2018 – today **IPT Technology GmbH – IPT Group BV** **Efringen-Kirchen DE**

WIRELESS CHARGING - Tech “through-Start” Scale Up developing solutions for inductive power transfer in application areas such as industrial materials handling and electric mobility (heavy duty Bus, Ferry, trucks or light duty EV passenger cars, taxi, commercial vehicles). IPT defines state-of-the-art technology component and system solutions. Transforming research into winning solutions in different industries. www.ipt-technology.com

05/2019 – Today **Chief Executive Officer – Geschäftsführer**
07/2018 – Today **Advisor to IPT’s Shareholders and Board**
08/2018 – 05/2019 **Interim Manager – Strategic Change Management**

My role as CEO and advisor to the shareholders is to set-up and implement change programs to reorganise IPT both operationally as commercially to 1) regain IPT’s innovative market leadership 2) accelerate the company and 3) organize required funding and investment. Set-up business plan and implement 5 year commercial- and technical roadmap, build & align required organisation and develop external partnerships to add value to IPT’s core technology.

2018 – today **Firestone Management Consultancy** **Amersfoort**

MANAGEMENT & ADVISORY: Firestone Management BV is a participation vehicle, Firestone Consultancy BV a management organisation supporting companies that need to be scaled up, changed or professionalized:

- *potential growth remains unrealized*
- *aim for proactive and customer driven organisation*
- *face problems in the internationalisation process or management of the international organisation*
- *prepare for attracting external investment; need for business plan, results and management*
- *want to gain access to Europe*
- *require supervisory board or advisory activities*

01/2018 – Today **Chief Executive Officer & Founder**

Customer / assignment

- SCUBB - business plan info deck, investor
- Psychiatry “de Praktijk” - Advisory board
- Gerson Lehrman Group – GLC Council member
- Dialectica – Specialist Consultant
- IPT Group BV - Advisory to the shareholders
- IPT Technology GmbH - CEO / Geschäftsführer
- EZY Bv - Managing Director a.i

WIRELESS CHARGING - Commercial Startup. Sales & service provider specialized in Wireless Charging of electric vehicles representing inductive power technology developed by IPT Technology GmbH. EZY BV bridges the gap between the complexity in the car and bus OEM industry, the energy transition to electric driving and the specialist knowledge of public and home wireless charging infrastructure. Winner of Mobility Lab 2018

01/2018 – 07/2018 Chief Executive Officer (CEO)

Set-up and implement a business plan to organise, structure and develop EZY into sound organization ready for next level growth. Daily management of operation, finance & commercial strategy implementation. Build investment plan to attract new capital injections / investment

TECHNICAL COMPONENTS DISTRIBUTION & CONSUMER ELECTRONICS. NEDIS is a branded wholesaler and one of Europe's market leaders in Consumer Electronics and Accessories. With multiple fully-owned brands and over >100 distribution brands serving over 50.000 retailers, e-tailers and B2B customers with an assortment of over 20000 products spread over 12 product segments. Part of the Datwyler Group, CHF 1.2 Bio Swiss stock listed industrial component supplier. www.nedis.com; www.datwyler.com

12/2012 – 5/2018 Chief Commercial Officer (CCO) – Nedis Group

01/2014 – 5/2018 Statutory Managing Director position + P&L responsible in 12 legal entities

(NL, BE, UK, DE, CH, AT, ES, FR, IT, SW, CZ, HU)

Part of Datwyler TECO Holding representing commercial Management Board of NEDIS Group. Responsible for Sales, Marketing, E-Commerce, Business Development and Customer Services of NEDIS . Managing Pan-EU sales force as well as distributor/Export business, 15 direct reports, 175 indirect, P&L responsible with sales approx. €120Mio. Responsible for major strategic turnaround, international integration, professionalization and implementation of new branding and go-to Retail/Etail market model (3 channel strategy).

- 1) Rebuild basic, 2) build Pan-EU Sales organisation 3) implement territory structure + channel approach
- Managed business transition from 1 customer channel (declining) to 3 tier channel approach (traditional retail + Mass Merchandise + Etail), incl new value proposition and required commercial organization
- Implemented major cost reduction program through centralisation; Turn 12 stand-alone subsidiaries into one commercial organization with centralized support functions (Wind down 9 warehouses, centralized Marketing, Purchase/Category Management & Finance activities).
- Implemented NEDIS goes digital. Build / lead Online marketing department including web shop in 14 languages, new corporate / brand sites with full digital marketing focus. 70% of business serviced digitally
- Managed 3 Acquisitions (Brand Sweex, Company Austria, Company Swiss) and setup new business in Turkey, India, Poland & Russia
- Managed cultural change from reactive to proactive, from family owned to stock listed organisation
- Implemented contract management, KPI Management, customer focus using Marketing, CRM and NPS
- Realized 25% business growth in decreasing market and turned loss giving into profitable sustainable organisation >12mio EBIT improvement.

2009 - 2012**Fluiconnecto by Manuli (Manuli Rubber Industries)****Amersfoort**

HYDRAULIC COMPONENTS & SERVICES - Leading international B2B sales & service organization focused on high pressure fluid connectors, providing products and application knowledge, as well as maintenance services, to all market segments (e.g. Construction, Mining, Oil & Gas, Shipping & Dredging, Material Handling and Industrial manufacturing. Part of Manuli Rubber Industries, family-owned with >2000 people and turnover of >350 Mio. www.fluiconnecto.com; www.manulirubber.com

01/2009 – 07/2012 Commercial Director – Retail Business Group

03/2009 – 03/2011 Regional Managing Director Central Eastern Europe
 11/2009 – 06/2011 Managing Director Poland
 03/2010 – 09/2010 Managing Director Hungary
 11/2010 – 09/2011 A.I. Change & integration manager - Fluiconnecto HEBU Netherlands
 06/2009 – 06/2012 Board of Directors – Fluiconnecto Ukraine; Board of Directors – Fluiconnecto Baltics

Holding Position, responsible for Sales, Marketing and Business Development of a network totalling 150 Retail Service points, 20 onsite workshops and a fleet of >200 Service-On-Site Mobile vans spread over 14 countries (subsidiaries) throughout West Europe, East Europe, South America, Africa and Asia totalling >600 fte; turnover > € 100Mio. Reporting to CEO.

- Set up Holding (New Company) and management team for the Fluiconnecto group (global)
- Key task to uniform 12 acquired companies (all hydraulic distributors) and integrate into “One Fluiconnecto” and lead growth (organically and expansion).
- Developed Commercial strategy, Value Proposition and Customer Journey, implemented globally
- Optimized, professionalized and daily management of Hydraulic Service Centers with regional market & customer approach, product & service mix, pricing model, inventory, cost and P&L management
- Interim position to lead integration & commercial refocus in Dutch operation (largest acquisition)
- Various a.i. Managing Director Positions to turnaround Eastern Europe operation from €1,7Mio loss to >10% EBITDA in 2011; downsize of operation, build new commercial team, reset customer focus.
- Grew business by >40% (70 ->100mio). Responsible for Acquisition in Hungary and greenfield start-up China (Greenfield) including a.i, Management in first half year of operation.
- Drive new sales concepts per market segment, add new products and services (e.g. mobile oil filtration)
- Member of Kernel team to implement Microsoft Dynamics, Axapta (ERP & CRM).

2007 - 2009**CASCADE CORPORATION****Almere**

*INDUSTRIAL MANUFACTURING - Global leader in the design, manufacture and marketing of **Material Handling Equipment** from steel to attach to (fork) lift trucks and moving equipment, such as Volvo, Caterpillar, Mitsubishi, Toyota, Linde, Still, Jungheinrich etc, supplied across a variety of industries. US Stocklisted 2.400 employees, turnover USD 550 million. Cascade Europe €140 Mio >700 people spread over 6 production facilities, HQ Europe and 10 sales subsidiaries. (www.cascorp.com)*

03/2007 – 01/2009 Commercial Director Europe

HQ Europa position, responsible for marketing and sales across 10 subsidiaries, various agents and distributors in EMEA. Key task to increase Sales volume and 1st margin to turn organization profitable. Member of MT reporting to VP EMEA and indirectly to VP team in USA. 12 direct reports (8x country manager, Manager Customer Service, MarCom Manager, OEM manager, KA Manager) Indirect reports approx 100 people. P&L responsibility for €75 Mio. 60% travel

- Key task to increase Sales volume and 1st margin to turn organization profitable. Grew business from 56 to 75 Mio and turned into profitable organization in Europe
- Change of business culture (passive + silo's); Change of commercial way of working, including consultative selling (Pull strategy) to endusers
- Build / optimize local teams, Lead / coach Country managers to grow opportunities
- Initiate and implement marketing and sales activities per country
- Set-up and lead “Product to Market” team responsible for launch of 2 new products
- Set-up new business in Portugal, UAE and developed Joint ventures in Russia and Czech

INDUSTRIAL AUTOMATION - Global leader in the design, manufacture and marketing of **coding, product identification and traceability equipment**, incl all technical services, integrated within production lines in industries such as food, beverage, pharmaceutical, electronics. Turnover €900 million, 2800 employees, globally 33 subsidiaries and distributors over 80 countries. Part of Dover Corporation, a US stocklisted diversified industrial manufacturer with > \$10 billion turnover. www.markem-imaje.com

01/2003 – 02/2007 Marketing & Business Development Manager EMEA

Responsible for Marketing and Sales Development to 3rd party distribution in 35 countries). 30 Mio turnover (multiply business by 3.5 times in 4 years). Reporting to Distributor Channel Manager - member of MT, Global Marketing team, Global Business Development team, 70% travelling.

- Focus on emerging areas including developing distributors and manage new start-ups in 12 countries.
- Analyze Distributors, continue/discontinue accordingly, set bespoke business plans per country, incl dedicated marketing support to Top 12 distributor countries, training programs and best practice sharing
- Sales responsibility for Sweden, Russia, Saudi Arabia, Denmark, Finland, Turkey (developed JV)
- Implementation distributor classification, discount structure, support & loyalty programs, branding & marketing campaigns through distributors and new product development for developing markets

12/1999 – 12/2002 Marketing Manager Benelux

Direct Sales & Service - Team of 40 people, turnover >10 Mio euro. Reporting to GM Benelux. Direct reports: 2 x marketing reps. Member of Benelux MT, EU Marketing Team, Global CRM team.

- Implemented non existing marketing department in BNL; turn technical to sales/marketing driven org
- Drive sales efficiency by target marketing, customer segmentation, campaigns & bottom up strategies
- Setup & lead Key Account program (Unilever, P&G, Nestle, PepsiCo/Frito lay, Sara Lee)
- Initiated EU Marketing team with cross border best practice activities (matrix to VP Marketing in USA)
- Implemented Siebel CRM and Train the trainer

FOOD PRODUCTION - Manufacturer of American bakery products (bagels, muffins, cookies, donuts) Start-up, family-owned

03/1997 – 08/1998 Marketing & Sales Representative

Newco. Develop and implemented market entry plan for NL including a franchise Bagel store concept. In sales role responsible to launch products to Dutch stores (food stores, bakeries, caterers and airlines)

EDUCATION & SIDE ACTIVITIES

2010 - Today	Advisory Board – psychiatry and psychotherapy practice (www.depraktijkijmond.nl)
2001 - Today	Chairman & Treasurer - VVE Tilanusstraat, Amsterdam
1998 - 1999	MBA - International Business . University of Plymouth – UK (1 st prize best thesis)
1996 - 1997	BA - International Business University of Plymouth – UK
1994 - 1998	BA - International Management (English) . Business School Amsterdam (HES)
1995	English for Foreigners, Oxford University , Certificate
1995	Young Enterprise, Oxford University , Certificate
1987 - 1994	VWO, Athenaeum . R.S.G. Minkema- Woerden

Languages: **Dutch** (mother tongue), **English** (fluently), **German** (satisfactory), **French** (basic)

I am a family man. My wife and kids are nr one in my life. **I try to sport.** Play Futsal (indoor soccer), skiing and I like boxing. **I can't sit still for long.** Always occupied in or around the house with DIY jobs, gardening, interior design. **I love to cook and enjoy wine.** I enjoy these moments with friends and family. I am part of cooking club and dinner clubs with friends. **Honesty, Loyalty, Openness, Care, Friendship, Harmony and Working Hard** make me who I am.