

## Profile

Goal driven and accomplished Sales & Operations Director with a 15+ year proven record of delivering above target revenues and growing account bases. Considerable experience with start-ups, business change, improvement programs and acquisitions.

## Employment History

### RTC, Concentrix International Europe, Amsterdam

OCTOBER 2022 – OCTOBER 2023

- Collaborated closely with law enforcement, paramedics, and fire department personnel to ensure efficient resolution of emergency situations.

### Site Manager , Arcadia Technologies B.V. (start-up), Hoofddorp

FEBRUARY 2021 – MARCH 2022

- Overall responsibility for the site operation, its safety and the safety of its employees, the ongoing operation and administration of the site.
- Managing each department's tasks and goals as set out by upper management and assisting in achieving those goals.
- Executing site projects, creating and maintaining clear processes and responsibilities, representing the company in a professional manner locally and internationally.
- Ensuring smooth operation and the overall efficiency of the site, providing accurate and thorough reporting to upper management.
- Working with local suppliers.
- Employees hiring, management and evaluation.
- Quality control, responsible to comply with relevant regulation and fraud prevention.

### Teamleader Sales (Deventer)/Managing Director (Utrecht) , Nederlandse Uitgevers Combinatie , Deventer/Utrecht

MARCH 2016 – MARCH 2018

- Directed day to day operations of selling 50-100 print ads across seven verticals in The Netherlands and Belgium, while ensuring achievement of revenue objectives.
- Launched, managed and lead sales unit Utrecht in reaching and surpassing sales goals.
- Exceeded client expectations.

### Director Operations , FirstFocus , Utrecht

MAY 2011 – MARCH 2014

- Developed and implemented a quality system in compliance with high standards of performance within a focused workforce.
- Measured and analyzed progress and took corrective action.
- Provided frequent reports on various cycles, reporting progress and highlighting potential risks on opportunities.
- Interviewed, hired and established colleagues performance development plans; conducted colleague performance discussions

## Skills

Leading by example

Entrepreneurial

Ability to build strong relationships

Ability to introduce a culture of transparency and collaboration into any team.

Encouraging professional development

Ability to assess, assist in, advice on, coordinate and improve rapid response to emergency situations

## Languages

English

Dutch

Spanish

German

French

## Managing Editor SearchCowboys , FirstFocus , Utrecht

FEBRUARY 2011 – MAY 2013

- Co-created and executed a content strategy with a focus on boosting organic results.
- Challenged a **diverse** team of freelance and byline writers to deliver more in-depth SEO articles and graphics to convey storylines; wrote, edited and proofread of columns for grammar consistency, formatting and style.
- Editorial management and oversight of content from byline authors and internal departments to ensure quality and timely delivery of articles, photos and graphic elements.

## Sales Manager , FirstFocus , Utrecht

DECEMBER 2007 – MAY 2011

- Built a full-scale sales operation from the **ground-up**; duties included establishing database systems, recruitment, and developing sales and marketing strategies.
- Implemented strategic goals for marketing campaigns
- Strategized with the CTO and CMO on the development and launch of a new SEO optimized CMS

## Sales Manager special projects , Search & Results , Utrecht

DECEMBER 2004 – JANUARY 2006

- Coordinated multiple disciplines and internal departments in the scheduling and completion of the Lab-cd rollout and/or other PMC's
- **Cold called** over 1000 prospects; scoring 80% above target within 30 days of launch.
- Drove program communication and marketing campaigns to drive program metrics

## References

References available upon request

## Education

### IAED EMD-certified

NOVEMBER 2022 – NOVEMBER 2022

### IAED EPD-certified

NOVEMBER 2022 – NOVEMBER 2022

### IAED EFD-certified

NOVEMBER 2022 – NOVEMBER 2022

### CCO, Certified Compliance Officer, GAFM

APRIL 2021

### QM, AVR Vision Consult B.V.

MAY 2011 – SEPTEMBER 2014

### HBO-Bachelor CE, Loi

JUNE 2003 – JUNE 2006