



18020

Experienced Sales and Business Developer (M)(40h)

WORKING EXPERIENCE

INTERNATIONAL SALES MANAGER / APRIL 2017 – PRESENT

- Business development and Sales for Cyber Security Solutions within Critical Infrastructure
- C-level and sub C-level relationships with end users from O&G, Chemical and Power Industry
- Conducting contract negotiations (legal and commercial) as well as responding to Tenders
- Documenting and reporting sales results, sales forecasts, deviations
- Thought leadership at conferences, trade organizations and PPPs

Cyber Security Advocate: external presentations, interviews and work-shops, member of NEN wireless cyber security work group

Solutions:

- Cyber Security Assessments - Pentests, Health Check, Risk & Vulnerability Assessments, gap analysis (NIS, IEC-62443)
- Educational Services - on-site (C-level, Sr. Mgt, ICS Hacking) and on-line trainings (Awareness)
- IoT assurance services - device testing (IEC-62443)

INTERNATIONAL SALES EXECUTIVE CRITICAL INFRASTRUCTURE / FEBRUARY 2016 - MARCH 2017

- Business development for Cyber Security Solutions within Critical Infrastructure
- C-level and sub C-level relationships with end users from O&G, Chemical and Power Industry



- Strategic Partnership development with key suppliers/integrators in Process Control domain
- Conducting contract negotiations (legal and commercial) as well as responding to Tenders
- Documenting and reporting sales results, sales forecasts, deviations

Cyber Security Advocate: external presentations and interviews.

Solutions:

- DataDiode network boundary solutions (one-way gateway)
- Services (Technical Support, Advanced Services/Consultancy, Cyber Security Assessments (Pentests), Managed Security Services)

BUSINESS DEVELOPMENT MANAGER (SR. BUSINESS DEVELOPMENT MANAGER (SR. CLIENT SALES EXECUTIVE)CLIENT SALES EXECUTIVE) / FEBRUARY 2013 – JANUARY 2016

- Business development for Process Automation Solutions and Business Intelligence Solutions
- C-level and sub C-level relationships with end users from O&G, Chemical and Power Industry
- Strategic Partnership development with key suppliers/integrators in Process Control domain
- Creation & execution of Business Development Plans (Chemical Industry, LNG Bunkering, Cyber Security)
- Conducting contract negotiations (legal and commercial)
- Documenting and reporting sales results, Sales Forecasts, deviations
- Project Manager for setting up NL Process Automation organisation within Industry Business Unit

Cyber Security Advocate: external presentations, interviews and work-shops.

Solutions:

- Process Control and Safety ((Fire & Gas Detection and Emergency Shutdown) Systems (eg. Foxboro, Triconex), (Industrial) Networking Solutions (Switching, Routing, Access Points), Cyber Security Solutions, Business Intelligence Software Solutions (MES, Asset Management), Business Value Software Solutions (Operational Excellence, Operator Training Systems)
- Services (Technical Support, Advanced Services/Consultancy, Cyber Security Assessments)

BUSINESS DEVELOPMENT MANAGER STRATEGIC ALLIANCES - INDUSTRIAL AUTOMATION / JANUARY 2011 – JANUARY 2013

- Investigating, creating, onboarding and managing new partners: large global suppliers of Industrial Automation systems and solutions
- Organizing and leading Quarterly Business Reviews
- Co-developing of Joint Solutions
- Co-developing of a Joint Value Proposition
- Co-developing of a Joint Business Plan (O&G and Mining & Minerals)
- Conducting contract negotiations (legal and commercial)



Solutions:

- Collaboration Solutions (eg. Webex, Quad), (Industrial) Networking Solutions (Switching, Routing, Access Points), HD Video conferencing, Data Center Virtualization, Physical Security & Safety Solutions (including Incident Response Systems), Cyber Security Solutions, Smart Grid Solutions
- Services (Technical Support and Advanced Services/Consultancy)

SALES DIRECTOR, EUROPE – MANAGER GLOBAL BUSIN. DEV. / APRIL 2008 – DECEMBER 2010

- Forecasting, Managing and reporting revenues of SCADA software in Europa, both through own branch offices and distributors
- Managing and improving the Global Sales Team and Inside Sales Team
- Coaching the Sales Team to pursue Personal Development
- Identifying and pursuing opportunities and challenges
- New Business Development

Solutions:

- Supervisory Control and Data Acquisition & Human Machine Interface software (eg. CitectSCADA, VijeoCitect, CitectFacilities), Manufacturing Execution Solutions (MES, Quality, Production (OEE), Inventory), Services (Technical Support and Professional Services/Consultancy)

CHANNEL PARTNER MANAGER / SEPTEMBER 2007 – MARCH 2008

- Forecasting, Managing and reporting revenues of SCADA software in Austria, Switzerland, Netherlands, Belgium, Italy, Spain & Portugal, Hungary, Czech Republic
- Managing and growing the distributor sales in the a/m countries
- Collaborate in creating marketing plans with partners
- Perform sales visits to key account of partners
- Identify opportunities and pursue these together with partners
- Business Development
- 23% overachievement

SALES MANAGER BENELUX / SEPTEMBER 2004 – AUGUST 2007

- Forecasting, managing and reporting revenues of Industrial Motion- and Control systems
- Managing Inside Sales Department and Regional Account Managers
- Indirectly Manage System Engineering department
- Managing trade show participation
- Creating and managing execution of marketing plans
- Maintaining relationships with the Management Team of Key Accounts
- Documenting and reporting sales results, Sales Forecasts and deviations
- Maintaining a business relationship with the factory and Head Quarters in Germany

ACCOUNT MANAGER INDUSTRIAL PROJECTS SALES GROUP / OCTOBER 1999 –
SEPTEMBER 2004

- Forecasting, managing and reporting revenues of Industrial Motion- and Control systems
- Managing Inside Sales Department and Regional Account Managers
- Indirectly Manage System Engineering department
- Managing trade show participation
- Creating and managing execution of marketing plans
- Maintaining relationships with the Management Team of Key Accounts
- Documenting and reporting sales results, Sales Forecasts and deviations
- Maintaining a business relationship with the factory and Head Quarters in Germany
- Managing Quality Assurance and complaint process

SALES REPRESENTATIVE (SALES MANAGER TO BE) / FEBRUARY 1999 – OCTOBER
1999

- Reorganizing Inside Sales Department
- Organizing Trade Show participation
- Development and implementing of a new style
- Managing organisation of a grand opening of the new building

EDUCATION

VWO / DIPLOMA 1985

HEAO COMMERCIAL ECONOMICS (BBA) / DIPLOMA 1988

POST HBO BUSINESS ECONOMICS (POST BBA) / CERTIFICAAT 1994

COURSES

ITALIAN FOR STARTERS / 1990

SALES PRACTICES AT EUROFORUM / 1993

MASTER CLASS SALES / 2001

EXCELLENT NEGOTIATIONS / 2003

EFFICIENT SELLING / 2006

SPIN SELLING / 2008

ADVANCED PRESENTATION SKILLS / 2011

ADVANCED SOLUTION SELLING / 2013

LEADERSHIP ESSENTIALS / 2014

MASTERING THE COMPLEX SALE (JEFF THULL) / 2014

SKILLS

- Dutch (native tongue)
- English (excellent)
- German (fluent)
- French (well)
- Italian (reasonable)
- Entrepreneurial
- Self-confident
- Persuasive
- Trustworthy
- Tenacious
- Motivating
- Thoughtful
- Planned
- Organiser

