

CV Richard de Rooij

Name: Richard de Rooij
Date of Birth: 24 October 1984
Phone: +31 (0)6 - 81 688 800 (NL)
Email: Richard@richardderooij.com
Internet: www.richardderooij.com

SUMMARY OF KEY SKILLS & EXPERIENCE

Competences

- Professional experience on marketing/business project management level
- Experience with new business developments
- Sales experience in comprehensive environment

Personal profile & Skills

- Structural planning skills
- Pro-active
- Conceptual thinking
- Critical & open for constructive feedback
- Enterprising; initiated
- Communicative skilled; assertive
- Result driven; alert
- Positive attitude & able to think in solutions

PROFESSIONAL EXPERIENCE

(references available)

*January 2009 – at present
Amsterdam (The Netherlands), Antwerp (Belgium), Paris (France)*

Business Development Manager **Vwd group BeNeFrance**

Vwd group, a financial solution provider, specialises in the custom-made distribution of financial information through various channels, such as share price information systems, print, videotext, Internet/intranet and telephone services. As Business Development Manager I report directly to the General Manager who is responsible for the business units in The Netherlands, Belgium, and France. Within this position I work in cooperation with the board on strategic projects. Next to this I am responsible for several integration projects within vwd group.

*October 2006 – February 2008
Amsterdam (The Netherlands)*

Marketing Project Manager / Account Manager New Business **Tijd Beursmedia (TBM)**

Within TBM (as of 2008 vwd group) I worked on New Business initiatives and was appointed Marketing Project Manager.

Main Achievements

Sales and New Business:

- Acquisition of new customers
- Maintain new and deepen existing customers
- Generate and negotiate business proposals
- Translate ideas into working new business concepts
- Work across departments inside the company and created outside partnerships

Marketing:

- Strategy development to position the company more targeted to specific segments
- Development and execution of the corporate website and product websites
- Organisation of a major customer event, including selecting, bargaining, composing and guiding the entire event
- Responsible for 'TBM in France project'
- Media and advertising planning

May 2005 – January 2009
Amsterdam (The Netherlands)

**Co-founder RB Solutions – Marketing & Communication Solutions
RB Solutions**

I have co-founded RB Solutions. In 2005, some of our activities:

- Consultancy for Small & Medium Enterprises regarding to their marketing, communication and positioning strategies.
- Planning and implementation of several marketing activities.
- Writing of commercial texts for mailings and websites.
- Web design
- Branding assignments

INTERNSHIPS

(references available)

March 2006 – September 2006
Amsterdam (The Netherlands)

**Graduation Export and Positioning strategy B2B TBM in France
Tijd Beursmedia (TBM)**

TBM, a financial solution provider (during my graduation a 100% subsidiary of the Belgian Financial Publisher Mediafin) has given me the opportunity to graduate on my Bachelor degree. Therefore I had to come up with an improved corporate strategy and a new operational strategy for business customers in France. In addition I was responsible to implement this plan, including project meetings, development of a new look & feel, corporate logo and a new website.

Key Skills Used

- Analysing market in France in terms of financial content
- Analysing business process
- Applying theory of strategic marketing planning
- Online marketing tools
- Internal sponsorship for changing strategy

Achievements

- Strategic Business plan to enter the market in France
- Integrated operational plan to position TBM in France
- Implementation plan including execution
- New look & feel B2B website for TBM in France

September 2005 – January 2005
Moerdijk (The Netherlands)

**Intern Marketing
General Electric Modular Space**

General Electric is the world's largest company. During my internship, I worked on the implementation of customer satisfaction as a performance measurement tool throughout the company.

Key Skills Used

- Worked across departments
- Research techniques to analyse customer satisfaction levels
- Implementing changes throughout the company

Achievements

- Weekly measurement of customer satisfaction level
- Across company approach to customer satisfaction
- Company is being managed on basis of customer satisfaction (Net Promoter Score)

EDUCATION & QUALIFICATIONS

(study results available)

February 2008 – November 2008
Sydney (Australia)

Master of Commerce in Marketing – Macquarie University

I completed this master study successfully. The following subjects were essential during this study: Media Management, International Marketing, Entrepreneurship & Business Strategy, E-Marketing / E-Business, Brand Management and Services Management. I took some of my courses at the *International College of Management, Sydney (ICMS)*.

September 2002-September 2006
Breda (The Netherlands)

Business Economics, Marketing - Avans Hogeschool

I have completed this bachelor study within four years. The following subjects were essential: B2C & B2B marketing, market research, entrepreneurial marketing management, export management, management of growth, change management, account-/ sales management and business plans.

Languages:

- Dutch Native speaker
- English Good (IELTS Certificate - tested October 2007)

Professional Skills and Development:

- Fully trusted with Windows and Microsoft Office
- Knowledge of Crystal Reports
- Knowledge of graphic design (Adobe Illustrator & Photoshop)
- Web design (Dreamweaver)
- Workshop Investment A

INTERESTS & HOBBIES

- Friends
- Golf
- Diving
- Marketing
- Winter sport

OTHER INFORMATION

- Drivers license
- Willing to move & travel