

INTERIM / PROJECT / ADVICE

Marketing matters is my motto and marketing is what I do. I am an experienced all-round marketing professional. Balanced, systematic, results-driven.

For 23 years, I have worked on many different marketing projects and challenging assignments. For companies operating nationally and internationally in a range of industries (Advertising, Automotive, Consumer Goods, Industrial Real Estate, Solar Photovoltaic, Offshore and Maritime).

These companies and projects, together with inspiring people, marketing in the genes, a critical view and a healthy approach, have made me the marketing professional who can benefit every organisation or entrepreneur.

Are you looking for an interim marketing professional, a project manager or for advice in the field of marketing? If so, feel free to contact me by phone (06 - 81 48 09 25) or e-mail (jeroen@marketingzaken.com).

Jeroen Santcroos

Jeroen Santcroos: interim / project / advies

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PERSONALIA



Name	Jeroen (Marcel) Santcroos
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Mobile	06 – 81 48 09 25
E-mail	jeroen@marketingzaken.com
Date of birth	June 14, 1972
Place of birth	Rotterdam, The Netherlands
Nationality	Dutch
Marital status	Married, 2 sons

SUMMARY

- Self-employed, all-round B2B marketing professional with wide ranging marketing, communications & sales knowledge and skills.
- Specialties include international marketing, all areas of marketing communications, marketing programme management, channel management, event management, branding, presentations and training.
- Additional experience includes entrepreneurship, board memberships, team leaderships and side projects such as Works Council formation, office refurbishment, and IT-related projects.
- Strong leader and team player, providing high quality work at all times, the ability to cope under pressure, entrepreneurial.
- Bachelor's degree in Communication & Design Management.
- 23 years of experience in advertising, automotive, consumer goods, industrial real estate, solar photovoltaic, offshore and maritime industries.
- Worked for a number of international HQs.

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PROFESSIONAL CAREER

Self-employed, all-round B2B marketing professional (01/2016 – present)

- Interim project management at NOSUCH (creative agency, 06/2018 – 10/2018)
- Interim marketing management at Log4Real (industrial real estate, 12/2016 – 04/2017)
- Interim marketing management at Hendrik Veder Group (01/2016 – 11/2016)

Co-founder and partner at Bravo Compagnie (06/2017 – present)

Bravo Compagnie provides the full range of integrated marketing and communication services– from consulting and concepts to design and everything in between. It's fair to say that we DO what other marketing and communications agencies do – but we ARE different. An unusual duo combining agency-side creativity with client-side knowhow for the most effective result.

Some of our past and current clients include: AkzoNobel (car refinishes), Valvoline (motor oil), Van Beest (lifting accessories for wire rope and chain), Lamb Weston (frozen potato products and appetizers), Crowe Peak (accounting), Dutch Marine Technology (maritime communication, navigation and ICT), GKS Packaging (packaging machines).

Marketing & Business Development Manager at Hendrik Veder Group (01/2012 – 11/2016)

I was employed at Hendrik Veder Group from January 2012 - December 2015. From January 2016 – November 2016, I provided Hendrik Veder Group with interim marketing management services.

Hendrik Veder Group is a leading, independent, Rotterdam-based company active in steel wire and fibre rope products & related services. I was hired soon after the introduction of a new majority shareholder and shareholding structure for the first three companies in the group.

In this new role, I successfully linked strategy to marketing execution and built a modern marketing operation. I also managed a number of projects, leading to the successful organisational merger of three companies, one joint venture and one acquisition.

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PROFESSIONAL CAREER (CONTINUED)

My responsibilities and achievements include the branding & positioning of three companies and two brands, development and management of five new websites in three languages, Hendrik Veder Group's social media presence, their new logos, house style & a full range of product literature, participation in more than 20 national and international trade shows, other event management (networking, teambuilding, customer driven, visit by the Dutch Royal couple following the investiture of King Willem-Alexander, Grand Opening Eemhavenweg site, introduction of the most powerful swager in Norway), basically all the internal and external communications, conducting periodic customer satisfaction surveys, and much more.

Co-founder and partner at Ex Novo trading & consulting (06/2009 – 09/2012)

Ex Novo trading & consulting is no longer in business. I was the co-founder and partner and we created opportunities for producers, entrepreneurs, innovators and emerging businesses.

Marketing Director at SunConnex (07/2011 – 12/2011)

SunConnex is no longer in business. As a specialised photovoltaic product distributor, the company offered a wide portfolio of high quality brands of solar modules, inverters, mounting systems and other accessories through local offices in five European countries.

Interim Marketing Manager at Valvoline EMEA (07/2010 – 06/2011)

In the role of project manager at Valvoline EMEA's Commercial & Industrial business unit, I developed a new product strategy and range for Valvoline Hydraulic Fluids and Transmission & Gear Oils.

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PROFESSIONAL CAREER (CONTINUED)

Marketing Manager at The Maritime Supply Group (11/2008 – 03/2011)

The Maritime Supply Group is no longer in business. Early member of this start-up company dedicated to revolutionising international supply of (technical) consumables to ship owners. I was responsible for all Marketing and Communications, co-building and designing Information Memoranda & Business Plans for three takeover targets.

Sales Support Manager Luxaflex at Hunter Douglas Europe (09/2007 – 10/2008)

Hunter Douglas is the world market leader in window coverings and a major manufacturer of architectural products. I was responsible for all Marketing and Sales Support Management of Luxaflex' proprietary products Silhouette® and Facette® shades. I successfully managed one collection update and one new collection introduction.

Multiple positions (Marketing & Business Development) at Valvoline EMEA (09/1999 – 08/2007)

Valvoline markets, distributes and produces quality branded automotive and industrial products and services. At Valvoline EMEA, I held multiple positions as a result of being repeatedly recognised for top performance and selected for high priority initiatives:

- Business Development Specialist, Team Leader (02/2006 – 08/2007)
- Marketing Manager Lubricants (04/2005 – 01/2006)
- Programme Development & Communications Manager (10/2003 – 03/2005)
- Trade Marketing Manager (09/2002 – 09/2003)
- Marketing Communications Manager (09/1999 – 08/2002)

Responsibilities and achievements:

- Implemented training programmes (classroom and web-based in six languages) to improve product, technical and selling knowledge & skills.
- Delivered (on-site) training, product and service demonstrations across Europe.
- Directed Valvoline EMEA's new brand platform in 2005, including EMEA-relevant sub-brand positions, advertising and new product & packaging update.
- Implemented a Distributor Partner Programme to align strategic and operational objectives of Valvoline EMEA and sixteen tier 1 national distributors.
- Created and managed MaxLife® Service Centre Program, Valvoline EMEA's most important marketing programme aimed at independent garages.

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PROFESSIONAL CAREER (CONTINUED)

- Developed pan-European trade and consumer promotions.
- Managed pan-European sales collateral, promotional merchandise and POS material for trade fairs, road shows, specific sales or customer events.
- Developed advertising material (TV and print).
- Developed and managed all Valvoline EMEA websites (corporate, marketing support and programme websites).
- Managed participation in AutoMechanika – international leading trade fair for the automotive industry.
- Responsible for Valvoline's World Rally Championship (WRC) motorsport sponsorship in Europe (1999 – 2002). This included management of VIP hospitality programmes at racetracks and integration of the sponsorship in all Valvoline EMEA marketing programmes. Experienced in negotiating potential sponsorships in MotoGP and WRC.
- Provided Valvoline EMEA's corporate and employee communications.

Service Unit Manager Design & Production at Clingendael Media Group (08/1997 – 08/1999)

Clingendael Media Group is the leading indoor advertising company in the Benelux. I was initially hired as Traffic Manager responsible for sourcing and purchasing all indoor advertising material, leading the DTP department (4 people) and working as project manager on special projects (AHOY Rotterdam, Makro). Successfully introduced full-colour printed wall signs.

In January 1999, I was promoted to Service Unit Manager Design & Production and joined the Management Team, including responsibility for the Technical Service (4 people) and Customer Service (4 people) departments.

Account Manager at Sign Partners BV (07/1996 – 07/1997)

This regional sign writing company is no longer in business. Besides the acquisition of new accounts, I designed signage and other imagery at or around office buildings. I also managed participation in a public transport trade fair in Maastricht and designed sales collateral and advertising material for a sister company of Sign Partners.

EDUCATION

Ashland Management & Leadership Training Programs
(2000 – 2006)

NIMA-A
(1996)

INHOLLAND University, Rotterdam
(1992 – 1996)

Bachelor programme: Communication & Design Management

Rotterdam Business School, Rotterdam
(1991 – 1992)

Bachelor programme: Logistics and Transport Management

ADDITIONAL INFORMATION

Languages

Fluent in Dutch (native) and English. Basic knowledge of German and French.

Interests

Sport in general, particularly football, listening to progressive metal music.