

# Workshop turnaround marketing

## What's your answer to low prices?

How do you escape from the BIG SQUEEZE?

I can help you develop new marketing strategies, where to find new customers and more important: How to sell your product to them at your price.

In my workshop we will do a quick benchmark and determine where your chances in the market are. And we will find them, believe me.

## In my workshops and consulting sessions the following topics can be chosen:

- Quick scan and benchmark your current situation
- Commercial appearance of your business, cross selling possibilities
- Selling through Social Media, Facebook, Linked-In and Xing
- How to present your company on the Internet
- How google and thus customers will find your site
- Turnaround sales and marketing, customer focused working
- Profit and loss calculations of your customers
- Commercial training of your sales team and other office workers
- Build pricing structures of your transportation and cost price models
- Dealing with TMS, ERP and CMS systems, MS Office etc.
- Credit management and financial advice
- Cold acquisition and other new forms of finding new customers
- How to use CRM systems and Newsletters
- Quotations, Tenders and contracts, how to win them

## **You are interested? This is how we move on:**

- You can call me anytime on + 31 6 46 84 23 31 or email me at [info@interim-xl.com](mailto:info@interim-xl.com) to discuss your business case
- Together we will select topics for your workshop, based on your current needs
- We will define objectives and desired outcomes that will fulfill your needs
- I present a detailed project plan for the in company workshop
- We create a contract with a confidentiality clause

## **How do I organize the workshop at your company?**

- Since we have to trust each other, we first set a meeting to get to know each other
- I typically plan this in the afternoon on the arrival at your company
- The next day we start with the workshops with your selected people
- In the morning, until lunchtime, we will discuss the chosen topics through a brainstorm session
- In the afternoon we have a look at situation in your company and start to work on the changes
- We bring theory, training and consulting together to define solutions and implement them

## **How much does this workshop cost?**

- Travel and accommodation costs are exclusive
- The hourly rate is € 130 or \$ 170 per hour. A day rate is calculated at 8 hours

## **In which country the workshop can be organized?**

- West Europe, Germany, France, Holland and Belgian: a minimum of 2 days
- Rest of Europe: a minimum of 2 days + 1 day paid for travel
- USA, Canada, South America, Africa, Middle East: a minimum of 4 days +1 days paid for travel
- Asia, Russia, Gus states, a minimum of 4 days +1 days paid for travel



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# Curriculum Vitae

Name: **Ing. Bouwe van der Meer**

## **Graduate Logistics Manager (FH)**

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**b** 09-06-1970, 44 Years old, Heerenveen, NL

## **Resume in brief**

- Raised in the 80/90 years in a “transport and trade” family business
- First restructuring project at the age of 23 (family business)
- 30 years’ work experience trade, production, supply chain, transportation and logistics
- Since 2006 completed 12 interim projects on freelance/contracting basis
- Strong background in IT, sales, distribution, manufacturing, buying and management
- Multilingual (NL, DE, UK, FR) and employable worldwide

## **Outstanding projects and experiences**

- Losses in freight and forwarding companies converted into profit
- Organizing workshops “turnaround marketing”
- Multiple International business development projects and cold acquisition
- Strong negotiating technics and decisive in strategic sourcing / purchasing
- Restructuring of business processes, acquisition and financing of foreign companies
- IT systems such as Oracle, QAD, MFG-PRO, and Microsoft Dynamics implemented
- Development and redesign marketing strategy (turnaround marketing)
- Optimization of total cost of ownership fleet management
- Multiple financial restructuring projects customs, export, laws and taxes
- Optimization supply chains, warehousing, pick / pack, inbound and outbound procedures
- 10 X own MS ACCESS Tool developed, expert on SQL (massive data processing)

## **Branche and Countries**

- Experience in various industries, such as transportation, logistics, healthcare, manufacturing, concrete products, building, laundry, merchandising, FMCG, food, automotive and electronics
- Experience in countries: UK, USA, Sweden, Denmark, Germany, Poland, Switzerland, Austria, Belgium, Netherlands, France and Spain

## **Personal strengths**

- Self-starter, honest and loyal, warm personality
- Can get along with both managers, owner / Stockholder and workers
- Very creative in finding solutions to “impossible” problems
- Innovative thinking and action, enthusiasm and perseverance
- Strong persuasion and excellent communication skills
- Proven references in managing complex projects
- Successful negotiations on the international level

## Interim mandates and projects and work experience

**Consultant Business Development** 10/2014- 12/2014  
Rail and Road Logistics, DE-Berlin, Heavy Project Cargo, 20 FTE, 13 Mio. EUR EUR

- Workshop „Turnaround Marketing, Social Media, Internet and Acquisition“
- Acquisition 30 biggest Export Companies Germany to Russia

**Interim Manager** 08/2014 - 09/2014  
Inter-East Cargo BV, BU-Sofia, Transport, 15 FTE, 6 Mio. EUR

- Negotiated sale GmbH and defined all the financial contracts
- Preparation of debt bonds with the main customer
- People laid off and contacts with lease company terminated

**Interim Manager Sales and Logistics** 02/2014 - 07/2014  
Studio 100 Media, DE-München, Media Producer, 1000 FTE, 170 Mio. EUR

- Short term replacement of 2 Key staff members, Head of Merchandising and Supply Chain Manager
- Planning, buying and replenishment of 500 articles in China and Europe
- Daily management and training employees department sales and logistics
- Optimize customer contracts, Supply Chain and SLA of with logistics service providers
- Research and development of new logistics model Europe (from 4 warehouses by 2)
- Optimization of Microsoft Dynamics AX (ERP) and creation of new reports (Crystal Reports)

**Consultant Business Development** 02/2013 - 02/2013  
Max Wild, DE-Berkheim, Transport and Logistics, 450 FTE, 100 Mio. EUR

- Workshop „Acquisition BAUMA Trade Fair München“ Heavy Equipment
- Consulting acquisition prospects Heavy Transport and Logistics

**Interim Logistics Manager** 09/2013 - 02/2014  
Laundry service de Blinde, NL-Heerenveen, Healthcare, 200 FTE, 15 Mio. EUR

- Restructuring fleet management (technical and financial)
- Optimization of the material flow of clean and dirty bed sheets linen, textiles and clothing from the laundry to the hotel chains (300.000 kg pro week)
- Buying and selling trucks, fleet analysis, insurance and contacts with Department of Motor Vehicles
- Supplier management and auditing, maintenance and repair of vehicles
- Interim strategic buyer for Fuel (800K€), Trucks and parts (4M€) and Personal (400K€)

**Interim Business Development Manager** 05/2013 - 10/2013  
Gutmann Heavy Logistics AG, CH-Zug, Heavy Transport Logistics, 100 FTE, 35 Mio. EUR

- Acquisition project in Europe, search customers in branches: windenergy, power plant construction, steel mills, oil and gas, and concrete business sectors
- Design new website, brochures, newsletters and marketing strategy
- Buying and organization transport, cranes, special equipment for projects in Europe
- New offers to prospects: 2,5M€ with 250K€ turnover

**Interim logistics Manager / Buyer** 09/2013 - 02/2014  
Rentex Floron BV, NL-Bolward, Healthcare, 350 FTE, 33 Mio. EUR

- Decreased number of trucks from 34 to 24 creating savings 500K euro annually
- Optimization of the material flow of clean and dirty bed sheets linen, textiles and clothing from the laundry to hospitals, nursing home, disabled (400.000 kg pro week)
- Interim Buyer for IT Systems, Fuel (1M€), Trucks (5M€) and Personal (400K€)

**Commercial Director (CMO)**

9/2010 – 2/2013

Holtrop van der Vlist BV, Heavy Transport and Machinery, 100 FTE, 18 Mio. EUR

- 120 new customers earthmoving industry, heavy equipment and 2 M € new revenue per year
- Define sales strategy and implement into sales plan, making prices and working on tenders
- Management of 1000 Prospects and 600 customers
- Responsible for accounts receivable management and contact person for major accounts and IT
- Organization and buying of special transports, Vessels, Cranes for large projects.
- Managed outbound automotive projects, export equipment through sea transport
- Development of own CRM Database and introduced GPS System TraSec
- Further development of Groeneveld Roadrunner TMS.

**Interim Commercial Director (CMO)**

4/2007 - 9/2010

Oenema Transport, Taxi / ambulance, Transport and Logistics, healthcare, 200 FTE, 20 Mio. EUR

- Responsible for the staff, Transport Department 70 drivers and 5 office workers
- Restructuring Transportation Department, € 600 K annually loss into profit
- Purchase / Buying of capital equipment such as trucks, forklift, fuel and time work
- Automotive inbound logistics (Scania Zwolle)
- 50 new clients and 2M € new turnover
- Selling department ambulance healthcare (5 M €)
- Preparation Acquisition Company by sons
- 4 European tenders passenger (disabled people and hospital) transport (€ 4M)
- Conducting litigation and contact person for banks, taxes, customers and suppliers
- Warehouse activities development (5,000 pallets) and cross docking for new clients

**Interim Financial Manager**

06/2008 - 08/2008

Interscandia Transport, NL-Zwolle, Transport, 35 FTE, 7 Mio. EUR

- Found a solution to financial problems, sale GmbH/Ltd to the client, this prevented a bankruptcy.
- Advice personnel management and marketing tools
- Organized and solved all legal affairs with truck drivers

**Interim Buyer and Logistics**

02/2008 - 05/2008

MBI Concrete Products, NL-Kampen, Concrete Production, 200 FTE, 35 Mio. EUR

- Optimizing flows of goods, storage of raw materials and finished goods.
- Advice and profit loss calculation
- Centralization production Kampen NL (200,000 ton) and Veghel NL (300,000 ton)
- Tender (RFQ) written for Outbound Transport finished goods and negotiate contracts

**Interim Transport Manager**

01/2007 - 06/2007

Holcim Products, NL-Rotterdam, Concrete Production, 200 FTE, 15 Mio. EUR

- Short-term replacement of 2 planner's outbound transport
- Takeover off all activities: planning 80 trucks and expedition
- Merger of 4 production facilities, centralization of logistics
- Tender and procurement of outbound transport in NL

**Interim Director** 07/2006 - 01/2007  
Betonindustrie Kijlstra, NL-Veendam, Concrete Production, 35 FTE, 20 Mio. EUR

- Short-term replacement of the CEO
- Heading team of 35 FTE, production, buying, sales, marketing and administration
- Buying all equipment like forklift trucks, wheel loaders, raw materials like sand cement and minerals
- Solution of production problems (interruptions), preparations expansion of production of 200% in 2007, determine marketing strategy (dealers and end customers) and selling prices,
- Turnaround marketing: create new product range called "Colors of the Earth"

**Consultant Business Development** 06/2005 - 07/2005  
Buiter Beton, NL-Zwolle, Concrete Production, 28 FTE, 22 Mio. EUR

- Workshop „Internet und E-commerce“. Design and structure new Website.

**Director** 2/2001 -8/2006  
Van der Werff Logistics BV, Transport and Logistics, 100 FTE, 12 Mio. EUR

- Responsible for the staff, Transport Department 75 drivers and 10 office workers
- Close and reorganize office Harderwijk (€ 3M)
- Purchase / Buying of capital equipment such as trucks, forklift, fuel and time work
- Acquisition and integration 2 transport companies
- Growth of 3M € to 10M € in 5 years and 35 to 80 trucks in 5 years
- Development of warehouse operations, organize and build warehouse (10,000 tons)
- Tenders in transportation (€ 4M) and conducting litigation
- Contact person for banks, taxes, customers and suppliers
- Purchase and implementation TMS Plan and Go! Development CMS System

**Supply Chain Manager** 1/1996 – 1/2001  
Xerox Distribution Europe BV, Electronic, 200 FTE, 200 Mio. EUR

- Demand Planning, Purchasing 3,000 SKUs, 20 M €
- Worldwide shipments, containers and road- air cargo
- Purchasing Parts UK (€ 1M), final responsibility
- Management internal logistics: storage and release of goods
- Leading production department, configuring printers
- Responsible for shipments to customers in Europe, damages and organizing quarterly endings
- Organized the complete removal DC from Heerenveen to Venray. Transfer of inventories (€ 100M) and integrating all IT systems
- Implementation of QAD MFG / PRO and Oracle in Heerenveen and Venray (superuser level)

## Education

- Graduate Logistics Manager (FH), Logistics Management
- MAVO,HAVO, MEAO
- 1991-1996
- 1987-1991

## Special skills and activities

- Languages English, Dutch and German: fluent, French Basic
- Teachers diplomas, coaching and training staff

- Very good IT and computer skills: MS Office, SQL, PHP, ACCESS, FrontPage, Dreamweaver, Oracle, SAP, QAD, Microsoft Dynamics AX, TMS software and GPS software
- Very good knowledge in business law and litigation