



LEADERSHIP & STRATEGY

Purpose-driven,
with passion and heart

in

Experienced executive in the early autumn of his career

Like a tree that has weathered the storms of spring and endured the scorching heat of summer.

Its foliage, lush green, nourished by a robust academic background, experience, and technical affinity, having grown into a canopy of expertise and foresight in areas such as sustainable growth, innovative sales, and digital transformation.

Its roots run deep, anchored in Dutch pragmatism and a hands-on mentality.

Just as a nourishing summer rain, it absorbs new knowledge and listens intently, purposefully driving innovative thinking and growth, diligently transforming challenges into fruitful successes.

Firmly grounded and ready for what's new, it faces the upcoming storms. With insight and empathy, bringing the fruits of its labor to full maturity under protective care.

How about discussing your challenge in its shade?

EXPERTISE

Dutch - native language

German - fluent

English - fluent

Management and strategic planning

Sales and marketing strategy

Customer acquisition and retention

Digital Business and Digital Marketing

Strategy development & Business development

Team development and team leadership

Personnel management and retention management

Partner management

Technology and marketing

EXCERPT OF PROFESSIONAL EXPERIENCE

2018-2022

CEO/Managing Director

• RIEDEL Communications Switzerland AG-BU ARCHWAVE, Zürich

- Digitalization offensive and successful scaling of a digital platform for market launch and B2B/D2C sales
- Development and launch of a product range with revolutionary innovations and a competitive price level

2012-2018

CEO/Managing Director

• ARCHWAVE TECHNOLOGIES, Zürich

- Management of a tech start-up/scale-up with a focus on commercialization and professionalization
- Technology pivot initiated and implemented
- Successfully expanded value chain
- Increased revenue from \$0 to over \$3 million and built a global customer base
- Targeted steering towards becoming an attractive acquisition target, resulting a successful takeover

- 2010-2011**
COO (Interim)

 - BEHRINGER Holdings Pte Ltd, Singapore
 - Implementation of a change management program
 - strategic realignment, process optimization
 - Reduction in SG&A by 15%
- 2007-2010**
CEO/Managing Director

 - Immersion Technologies International Plc, United Kingdom
 - Management of a tech start-up with a focus on commercialization and professionalization
 - Acquired industrial customers such as B&O, LOEWE, Samsung, Aston Martin, Jaguar and Volvo with revenues of \$4 million
 - Leading the construction and commissioning of a wholly owned production plant in Nanjing, China

EDUCATION

- 2002**
Executive MBA

 - Harvard Business School
Cambridge, USA
- 1989**
Bachelor's Degree

 - HEAO, business administration
's-Hertogenbosch, Netherlands

LET'S TALK!

For a complete CV and references, please contact me on avdb@avdb.net or via LinkedIn Messenger.

I am looking forward to hear from you!