



## Contact

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## Education

2023

**Strategic Marketing Management**  
Cambridge Judge Business School  
*Executive course*

2022

**Professional coaching program**  
9C Coaching Institute  
*6-month training program on personal and professional coaching of team members*

2014-2019

**Boer & Croon Management Program**  
*5 year program: Prince II, Project Management, LEAN, Pyramid Principle, Strategy, Change Management, Consulting, Leadership, Marketing, Management drives*

2015

**Chartered Financial Analyst (CFA) Program**  
*Passed all three levels. May be awarded the charter upon completion of the required work experience*

2005-2011

**MSc. Finance & Investments**  
**BSc. Business Administration**  
Erasmus University Rotterdam

## References

*Available on request*

# Jef de Vries

Marketing Manager at SkyNRG

## Career objective and background

I resigned from my current job at SkyNRG and will be available for a new role as of April 2024. I am looking for a role in Business Development or General / Project Management, at a mission driven organization (with a social and/or environmental purpose), in the Netherlands (or hybrid), parttime or fulltime. My key skills include strategy creation (Sales/Marketing/Business Development) and execution, project management and team development.

I joined SkyNRG in 2019 as *Product Manager & Business Developer*, heading the product development and commercialization of a new solution for air travelers to fly more sustainably. Subsequently, I moved into the role of Sales Manager, managing SkyNRG's Sales Team and closing new B2B partnerships. Since 2023, I've started managing SkyNRG's value propositions and Marketing team (2 FTE) as Marketing Manager.

Before SkyNRG, I worked in strategy consulting and interim management at *Boer & Croon* (5 years), finishing 10 consulting and project management assignments at Unilever, Akzo Nobel and other companies. I started my career as Corporate Finance Consultant at PhiDelphi (2 years), developing a foundation in Mergers & Acquisitions (M&A).

## Experience

### SkyNRG, Amsterdam (2019 - today)

#### ○ Marketing Manager (Jan 2023 - today)

Responsible for creating and executing the Marketing strategy for all value propositions and channels, with the objective to increase brand awareness and lead generation. Responsible for managing the team (2FTE) and budget.

#### ○ Sales Manager (Jan-Dec 2022)

Responsible for creating and executing the B2B Sales strategy with the Sales team. We collectively signed new contracts that generated millions of additional revenue.

#### ○ Product Manager & Business Developer (Nov 2019 - Dec 2022)

Responsible for the development of a new B2B2C customer product, enabling people to fly more sustainably through Sustainable Aviation Fuel (SAF), including market research, product design, user testing, go to market strategy, launch and partner acquisition. Product has been running successfully since 2021.

### Boer & Croon, Amsterdam (Jan 2014 - Oct 2019)

#### ○ Manager (2 years) and Young Executive (3 years)

Successfully finished 10 assignments in complex, multi-stakeholder environments that require senior managers or project leaders at the intersection of advice and (interim) management. Includes Unilever, AkzoNobel, Flora Holland and others.

### PhiDelphi, Hilversum (Feb 2012 - Dec 2013)

#### ○ Corporate Finance Consultant

Supervising (international) business mergers and acquisitions with a value of up to EUR 100 million.