

Floris Blok

Head of Digital Solutions working on Connected Products and Services - IoT

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Summary

Lead teams of Sales and Marketing professionals who work alongside Development in driving relationships, business outcomes, product and customer success.

Marketing, Product and Sales oriented manager, with a strong career history of developing business strategies and growing revenue. My current role is to define the vision, create the strategy of Connected Devices and drive its transformational aspect in a traditional brick and mortar business.

Experienced at working in local and global organisations building relationships, developing new ideas and initiatives, delivering results through effective implementation.

Multilingual leader who responds to challenges with confidence, determination and focus.

Proven track record of achievement in:

- Building and managing marketing plans and teams to enable revenue and profit growth.
- Strategy development and implementation, including new markets.
- Enabling cross-departmental collaboration to effectively work together to improve speed, efficiency and market share.

Previously worked at Samsung, Targus, Nikon and Canon.

Specialities:

Internet of Things (IoT), Sales, Marketing, Product Management (inc. NPD/NPI), Product Marketing, GTM, Strategy, Branding, Business Planning (inc. P/L), Demand Generation, multicultural people and team leadership

Experience

Head of Digital Solutions at Baxi Heating UK

June 2016 - Present (10 months)

As Head of Digital Solutions, my role is to frame the vision and develop the strategy for "Internet of Things" (IoT) Connected Devices by Baxi Heating UK and maximise the potential incremental revenue streams through a selection of new product and service offerings.

This role includes driving the transformative nature of the "Connected" vision in a traditional brick and mortar business, from Connected Devices to Connected Factory, Connected Employees, Connected Customers and Connected Services.

In a highly collaborative environment, I work with all internal and external stakeholders to make sure the Connected strategy is well developed and beneficial to the business.

My main internal partners include all knowledge and development centers (R&D, Product Management) across Baxi Heating UK and the wider BDR Group based in The Netherlands, Baxi Customer Support, Baxi Genuine Parts and Marketing.

Externally, I am working with our customer base (Homeowners Occupiers, Social Housing Organisations, Installers), IoT network service providers, Big Data and Data Analytics service providers.

Independent Consultant at Self-Employed

February 2015 - September 2015 (8 months)

Contracted at Director level for strategic & tactical projects to review the Product Management, Product Marketing and Marketing functions, develop & implement scalable platforms & build the PM team.

Gathered and prioritised product and customer requirements with market insight, extracted key information and developed precise product responses in close collaboration with Product Development, Marketing & Sales teams to ensure revenue, profit and customer satisfaction goals were met.

Product (Marketing) Management at Samsung Electronics

July 2013 - October 2014 (1 year 4 months)

Led the B2C & B2B Computing Product & Marketing Management.

As P/L owner, this role consisted of developing & executing product plans, customer value propositions, GTM, multi-channel (retail, reseller, distributor & digital) yearly/tactical marketing & promotional plans by capturing business & commercial requirements in line with the product & marketing strategy.

Additional duties involved training, driving & enabling the UK sales team to achieve the fiscal goals.

Product (Marketing) Management at Samsung Electronics

February 2012 - June 2013 (1 year 5 months)

Led the B2B Computing Product & Marketing Management.

The Sr. PM was responsible for managing the roadmap, initiating NPD, defining & delivering the GTM strategy by focusing on SME/EDU verticals in both Windows & Google OS categories.

Additional duties involved driving the commercial & sales targets to achieve fiscal, forecasting, SCM & growth objectives, articulating & developing the framework that enabled the strategy execution.

EMEA B2B Product Manager at Targus Europe Ltd

January 2011 - February 2012 (1 year 2 months)

Led the Product Management of branded & white label product categories, managed the roadmap & executed multiple NPD (H/W, S/W, F/W) based on market insight & customer requests from Alliance partners (e.g. HP Dell, Lenovo, Sony & Samsung) in close collaboration with global HQ on PM, NPD & design, marketing & sales strategies.

Responsible for all strategic & operational product & marketing activities in EMEA in alignment with the group strategy.

Additional responsibilities were developing a B2B channel marketing strategy, creating critical market research tools to enhance decision making capabilities, project managing the corporate website overhaul & lead a virtual team consisting of 15 senior cross-border executives in local organisations.

European Product Line Manager at Nikon Europe B.V.

January 2008 - January 2010 (2 years 1 month)

Led the Product Management of 4 product groups.

As owner of the P/L, the PLM created the necessary product, brand & marketing plans which included the introduction of a premium sub-brand (EDG) & new products focused on the high-end segment. Responsible for all strategic & operational product & marketing activities in EMEA in alignment with the group strategy.

The role also consisted of leading a virtual team consisting of 20 senior cross-border executives in local organisations & developing the customer base through customer events & trainings.

EMEA European Product Specialist at Canon Europe Ltd.

December 2001 - August 2007 (5 years 9 months)

Led the EMEA Product Management (incl. NPD) & Sales Management from 2003 onwards of 2 product groups.

Responsible for all strategic & operational product & marketing activities in EMEA in alignment with the group strategy. Main objective was to address declining sales by creating & executing Product & Marketing plans & finding new routes to market.

This regional role included the leadership of a virtual team consisting of 30 senior cross-border executives in local organisations. Liaised between Business & IT partners for all eTool projects (PIM, CMS).

Skills & Expertise

Product Marketing

Product Management

B2B

Management

Business Development

Competitive Analysis

Multi-channel Marketing

Strategy

New Business Development

Business Strategy

Negotiation

Marketing

Product Development

Budgets

Marketing Strategy

CRM

Market Research

Sales Management

Account Management

Channel Partners

Analysis

Channel

Project Management

Cross-functional Team Leadership

Go-to-market Strategy

Electronics

Market Analysis

Sales

Budgeting

Business Planning

Customer Insight

Forecasting

Brand Management

Pricing

Market Planning

Strategic Roadmaps

Team Management

Leadership

Team Leadership

Marketing Management

Strategic Partnerships

Stakeholder Management

Consumer Electronics

Mobile Devices
Marketing Communications
Profit & Loss Management
Consulting
Program Management
Business-to-Business (B2B)
Customer Relationship Management (CRM)

Languages

English	(Native or bilingual proficiency)
French	(Native or bilingual proficiency)
Dutch	(Full professional proficiency)
Arabic	(Full professional proficiency)
Spanish	(Limited working proficiency)

Education

Hogeschool voor Economische Studies Rotterdam (HES)

Bachelor's degree, Business Management, Marketing & International Economics, 1996 - 2000

KEDGE Business School

Bachelor's degree, Business Management, Marketing & International Economics, 1996 - 2000

College Protestant Francais

French Baccalaureat, 1980 - 1996

Volunteer Experience

Humanitarian Assistance at Freelance

March 1995 - Present

Provided humanitarian assistance to displaced families who moved from the South of Lebanon to the capital Beirut to escape the military clashes between fighting forces

Certifications

PRINCE2 Foundation

April 2012

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30 people have recommended Floris

"Floris is a deeply skilled and knowledgeable senior product manager, with proficient skills in both commercial and creative outputs. A master of owning end to end life cycles, he impressed me with his total ownership of the note pc category, proving to be a real gatekeeper for the Samsung PC business. Highly efficient, organised and tenacious, Floris is highly recommended for any product management role. "

— **Christian Bell-Young**, *Digital Marketing Manager, Note PC, Samsung Electronics*, worked directly with Floris at Samsung Electronics

"I have had the pleasure of attending several IT training sessions delivered by Floris over the past few months. In those sessions Floris has demonstrated an unparalleled knowledge of IT products and insight into a variety of customer profiles. There were many things that I learned from Floris in those training sessions but he really impressed me with his post-training support. I have been in contact with Floris on a regular basis asking multiple follow-up questions and in every single instance I had my questions answered, quickly and efficiently. Floris ensured that I had all the training material and additional information required to successfully on-train my colleagues. It is this level of dedication and commitment that makes Floris an asset to Samsung."

— **Russell Clark**, worked with Floris at Samsung Electronics

"Floris was an invaluable member of the Targus PM team. He is an extremely successful and talented Product Marketer that is able to develop key stakeholder relationships across both internal and external facing functions. He also has an ability to adapt and thrive in a dynamic and ever-changing business environment. I welcome the opportunity to work with Floris again and would recommend him for any Product Management position."

— **Ronald DeCamp, MBA**, *Sr. Global Product Manager, Targus, Inc.*, worked directly with Floris at Targus Europe Ltd

"Floris is a detail oriented and self motivated product manager. He was extremely creative in developing solutions for our EMEA OEM accounts which led to incremental opportunities for Targus worldwide. He was a pleasure to work with and I hope our paths cross again in the future."

— **Todd Gormick**, managed Floris indirectly at Targus Europe Ltd

"Floris is an exceptional Product Manager who has a great ability to provide the right mix of product and technical knowledge along with customer-facing charisma and people skills. It was a pleasure to work with Floris on B2B range with Targus."

— **Steve Moloney**, worked with Floris at Targus Europe Ltd

"I worked with Floris for over 13 months at Targus. He is a very pro-active, self driven professional that loves challenge and commits 100% to resolve any task in hand. It was a great pleasure working with him and I would highly recommend him."

— **Madjid Yahi**, worked directly with Floris at Targus Europe Ltd

"In the time I worked with Floris his insights into business and industry trends allowed me to make recommendations to our customers that provided unique and on trend designs for potential product development inclusion into our product roadmap. Floris' "can do" attitude along with his industry expertise was a welcome addition in the Global Alliance sales team."

— **Liam Margery**, worked directly with Floris at Targus Europe Ltd

"Thanks to Floris, Nikon European Sportoptics division reached the best results ever. He was able to motivate all product manager to do their best and make their own business attractive and efficient. Always available and motivated, Floris is someone I trust. His capabilities to manage human relationship and his languages knowledge gives him the possibility to work with anyone in marketing as well as sales."

— **Nicolas Gillet**, worked with Floris at Nikon Europe B.V.

"Floris is a one of a kind Product manager, hands-on mentality and accessible to increase all eventual sales opportunities. The success with the current Belgian Sport Optics distributor is a result of the ongoing contribution from Floris."

— **Isolde Poncelet**, worked with Floris at Nikon Europe B.V.

"I have worked 4 months as Floris' assistant, I think every assistant at the beginning of his own career wants a Manager like him. During this unfortunatly short period I learned a lot about Product Management. He has a lot of product knowlegde, strategic insight, an eye for detail and a structured and organized way of going about his work. Further he is a good teamplayer and leader. He catches you with his hard and enthousiastic way of working. I think this is also the reason for the good relationship with the other colleagues in Europe. Because of this bond, our colleagues easily do their job and put a lot of efforts to succeed. Further Floris is a linguistic talent and a good presenter. This all combined with his sense of humour make him an asset to every organisation."

— **Marc Rijnders**, reported to Floris at Nikon Europe B.V.

"With a strong drive for performance, Floris has a great ability to work on various tasks simultaneously. His strong analytical skills combined with his good sense of humor makes Floris a very nice person to work with."

— **Klaas Abreu Miedema**, worked with Floris at Nikon Europe B.V.

"I met Floris during a process improvement project at Nikon Europe. Floris oversees the global picture but also has a sharp eye for details. With his energy, his exceptional knowledge of foreign languages and self-discipline, it is always a pleasure working with him."

— **René Peters**, was a consultant or contractor to Floris at Nikon Europe B.V.

"Floris is a great guy and colleague. He contributes a lot of energy, inspiration and enthusiasm to the marketing team of Nikon Europe. He is one of the few product managers how have that mix of rationale and emotional mind about products and messages and he's able to see and communicate the greatness of a small thing. He is an excellent clear and direct communicator and a teamworker you don't want to miss. He's always very sharp and quick in his thoughts and conclusions and he has the capability to convey his thoughts, ideas and opinions in a very constructive and convincing way to the team. It's not only efficient and productive working with him, but also fun and inspiring. A combination that's hard to find."

— **Martina Beckmann**, managed Floris indirectly at Nikon Europe B.V.

"Floris is a very motivated colleague, used to work in changing environments, creative, focused on success and pleasant to work with."

— **Koen Kortman**, worked with Floris at Nikon Europe B.V.

"Floris is a very intelligent hard working colleague. He understands workflow and use of customized systems like SAP quickly. His language skills are obvious and besides all that, he is a good laugh too! He has a positive attitude and is very active in life, which I find very positive. Knows how to use excel in a better way than most people."

— **Erwin Mooren**, worked with Floris at Nikon Europe B.V.

"Floris has, from day one with Nikon, offered great support for everyone in the Sport Optics organization. He is a great asset in all projects where extra knowledge and expertise is needed. Since Floris took on his role as Product Manager for Sport Optics, work has been very structured, and information has been made very accessible to all, due to his great ogranizational skills. In addition to this, he is a great colleague, both on a professional and personal level. Whenever you need his help, he will make sure that nothing "falls between the chairs" and everything is dealt with extremely effectively. Floris communication skills are a great strength. He always takes time to listen, and will give you accurate and clear directives when needed. I highly recommend Floris for any type of work where structure, effectivity and communication are important. With

Floris at the rudder we have seen great success both in sales performance and in building up a well working European team for Nikon Sport Optics."

— **Christian Hersborn**, worked directly with Floris at Nikon Europe B.V.

"Working with Floris is very pleasant. I have worked with Floris on some Sports Optics projects. On the job, he is very goal oriented and very into details, which ensures the success of projects. Moreover, his rich knowledge on Sports Optics makes him become an expert in this field. As a colleague of Floris, I find him very warm-hearted and humorous, which brings a lot of laughing to his colleagues."

— **Yan Shi**, worked with Floris at Nikon Europe B.V.

"Floris has a unique way by finding the right balance between working in a multicultural company, keeping 'his' products on the global map and not losing eye for detail and 'the bigger picture'. His knowledge of sports optic products and the business in general is without doubt 'top of the bill'. Working with him was a pleasure; he has a clear vision of the goals he wants to achieve and communicating it to all stakeholders that assist him. As owner of multiple online projects, he always makes sure that everybody involved is and keeps the right track. As a person, Floris is a very nice guy to have around and work with. I totally agree with his motto: "carpe diem".

— **Rick Maresch**, worked with Floris at Nikon Europe B.V.

"Floris combines his strong drive and focus on results with great interpersonal skills. His enthusiasm is infectious. Great colleague."

— **Glenn Ikking**, worked with Floris at Nikon Europe B.V.

"He has been a great support for me in developing business together with hunters."

— **Rene Mitt**, reported to Floris at Nikon Europe B.V.

"I was a peer of Floris Blok for over 7 years at Canon Europe. Floris is a gifted individual who brings a unique combination of facts-based information (he knows his numbers, business, markets and products cold) and he has a natural aptitude for bringing people together to his role. Floris thinks his position through, is sympathetic to other people's goals and required outcomes, and strives to deliver a "win" to all parties in a negotiation. I have worked with Floris on very complex product management and marketing issues and always found his calm demeanor and sense of humour welcome in the situation. Floris is an exceptional senior manager who it was a pleasure to work with"

— **Matthias la Gordt Dillie**, *EMEA Corporate Manager, Canon Europe Ltd.*, worked directly with Floris at Canon Europe Ltd.

"Floris worked in the product management department where I was a manager. His remarkable competences can be listed as follows. (1) Very good and effective communication skill (2) Logical and rational thinking (3) Speedy and accurate working Regarding (1), as we worked at the European headquarter we have many and various contacts, the headquarter located in Hong Kong, sales companies in many countries in EMEA, major accounts, and other internal contacts in our office. People's mind and way of thinking are different. It was not easy to reach a consensus of opinion. Floris' very good and effective communication skill on top of his multilingual talent produced team work splits among people in many countries and in our office. I also have to say that his sense of humour also contributed too. Regarding (2), one of missions of our department is to create the new product plan and business strategy. In such a mission, we had to make choices about which direction to go in future. Floris' logical and rational thinking helped a lot in this work area. As to (3), once the direction of future business and new plans are set, he advanced them to the goal with his speedy and accurate working. In the area of detailed business practice such as making documents, co-ordination of meetings, speaking to various people, his speedy working style contributed to the success. As I mentioned at the beginning of this recommendation, we worked with people in many countries in which a team work is very important. Floris has a talent to produce a team work split. I believe that he can work well as a leader and manager in various field of business."

— **Akiyoshi Kawai**, managed Floris at Canon Europe Ltd.

"A very capable enthusiastic colleague to work with. It has been a pleasure working with Floris because he is a driven person, organised (has his work organised in a way you will not see people do everyday), intelligent, professional and has a good sense of humour. These combined make him an asset to an organisation."

— **Yolande den Braber**, worked directly with Floris at Canon Europe Ltd.

"Floris is a hard working and committed person. He is fun to work with and has excellent interpersonal skills. I would not hesitate recommending him."

— **Morten BRIX**, worked with Floris at Canon Europe Ltd.

"Floris was very enthusiastic and knowledgeable about his product line. Always on top of details but at the same time able to see the big picture. I remember his presentations as entertaining and motivating."

— **Valentino Borghesi**, worked with Floris at Canon Europe Ltd.

"I have worked with Floris in the set up and implementation of european wide product databases, linked to the european websites of Canon. I regarded him as intelligent, professional and committed, with a good understanding of how the tasks at hand fitted into the bigger (company) strategy. Relationship skills are excellent. I have always thought of Floris as "high potential" and can certainly recommend him."

— **Coen Metzelaar**, worked with Floris at Canon Europe Ltd.

"Floris is a dedicated, hard-working colleague, with a strong drive for results and a passion for his work. He's a strong asset as someone who makes things happen."

— **Laetitia Grammatico**, worked with Floris at Canon Europe Ltd.

"I have known Floris as a colleague who puts his heart and soul in his work. Knows the business. Dedicated and a pleasure to work with."

— **Thing-I Tan**, worked with Floris at Canon Europe Ltd.

"During my time working with Floris, he proved to be extremely efficient, knowledgeable, had the ability to consider wider issues and showed a determination to get things done in the most advantageous way for the business."

— **Siobhan Kieran**, worked with Floris at Canon Europe Ltd.

"Floris is a hard working professional with strategic and operational vision that accompanies incredible attention to detail. He is quick to analyse and develop solutions that always benefitted the organisation."

— **Daniel Canter**, worked directly with Floris at Canon Europe Ltd.

[Contact Floris on LinkedIn](#)