

CURRICULUM VITAE

Joost J. van Loon

PROFILE

Joost (1961) is a an achieving and decisive leader focusing on strategy, operational execution and excellence. He is committed to developing people and organizations, communicates easily at all levels, understands people's needs and is a strong motivator. His core competencies are in the areas of strategy and organizational development, marketing and sales, innovation and HRM. Joost is married to Karin; they have two sons and live in Houten.

Key words: strong, socially confident, business acumen, motivating, analytical. Seasoned executive, team player, democratic leader.

BUSINESS EXPERIENCE

My business experience extends over a period of almost 25 years, mostly within profit organizations focusing on innovation and delivery of services and solutions based on (technological/intellectual) know how. Business characteristics: 50-20000 employees, turnover € 5 million - € 3 billion, B2B.

I am a seasoned executive with broad experience in the profit and governmental sectors. I have extensive international experience in various industries such as Process Industry, IT, Education & Training, Electronics, R&D, Publishing, Professional Services, Government.

Position	Company/organization	Responsibility	Focus
Executive	Yokogawa Europe	Director Industrial Automation	Business development, industry marketing, sales, business innovation
	Aebly/SPC Group	CEO	Strategic marketing, P/L, operations, (re-)financing
	Simulation Sciences	Managing Director	Marketing, account management, sales, M&A, business integration
	InfoPracticum	Managing Director	Crisis management, repositioning, refinancing
	Setpoint	Business management	EMEA account management & sales, business development, technology marketing
	IPCOS	Owner/ Managing Director	Company development
Non Executive	Yokogawa Marex	Non executive director	
	NIMBAS	Advisory board	
	IPCOS Beheer	Board of Directors	
	Property fund	Non-executive director	

SKILLS

I am socially competent, have an entrepreneurial spirit, and I am able to motivate people. In addition I am analytically strong and can well discriminate subjects of major and minor importance.

Key skills are:

- Strategy development and implementation,
- Business management, marketing and innovation
- Developing of internal organizational capabilities
- Change management, care for people, governance
- Start-up, technology transfer, financing, MBO, business planning

EDUCATION

I believe in 'education permanente'. During all my tenures at various organizations and companies I learnt new insights and have gained invaluable experiences.

Executive MBA (cum laude, NIMBAS/Bradford University, 1999)

Thesis: Corporate Governance for Small and Medium sized Enterprises

Master Degree in Theoretical Physics (Vrije Universiteit, Amsterdam, 1985)

Theses: high energy physics, astronomy

Various courses on General Management, Finance, Sales & Marketing, Information Technology, HRM.

OCCUPATIONAL EXPERIENCE

YOKOGAWA EUROPE (2008 – now)

Director Industrial Automation

Key aspects: P/L responsibility, business strategy and marketing, business innovation

Yokogawa is a global supplier of systems, products and solutions to the process industries. Responsible for business development, marketing and innovation of the industrial automation business in Europe and Africa. (sales ~ € 300 million).

VLMC (2000 – 2008)

Privately owned

Transition, crisis- and change management and board management services. Examples of some assignments:

Programme Director, 2004 - 2007

Dutch governmental organization for the execution of social welfare laws. As programme director responsible for preparing, adapting and improving systems and processes for new laws and welfare programmes. Budget ~ 40 million.

Managing director, 2002 – 2003

Company focusing on systems design and outsourcing. I executed an organisational audit and developed an action plan for further professionalization of the organization. Focus on HRM and organization design, strategy and commercial operations.

CEO, 2000 - 2001

Turnaround and business reorientation of an IT/E-learning company. European business expansion program initiated, product development department established, and improvement of internal processes; also reorganisation and business realignment to deal with staggering market conditions. P/L responsible. Turnover ~ € 10 million.

Consultant, 2000

Design, organization and implementation of a new business unit for data warehousing and ASP. Services defined, new employees hired, facilities arranged; business unit has successfully commenced operations with 2 major clients (multi million turnover).

Managing Director, 2000

Turnaround of IT-training and outsourcing company. Return to profitable operations, cash flow positive, new training programs introduced, new MD hired. P/L responsible. Turnover ~ € 5 million.

SIMULATION SCIENCES/ INVENSYS (1997 – 1999)

Managing Director

Key aspects: P/L responsibility (€ 20 million), business management, business marketing

US licensor of technology and simulation software for process industries and industrial automation. Responsible for business operations and strategy in Germany, Switzerland, Austria and the Benelux; worldwide account management of their largest customer.

ROTAFORM (1996 – 1997)

Business Unit Manager Database Services, member management team

Key aspects: P/L responsibility (€ 4 million), management of change, IT-management

Printing company and provider of ICT solutions for printing and database management. Responsible for the business unit ICT in sourcing services. The Nationale Postcode Loterij (NPL) was one the customers. Focus on strategy development, management of change, marketing and professionalizing the internal organization.

SETPOINT/IPCOS (1996 – 1990)

Managing Director

Key aspects: P/L responsibility, sales management, business strategy, strategic alliances

Provider of solutions and technology for control and optimisation of production processes in the refining, petrochemical and manufacturing industries. Started through a management buy-out. After the merger with Setpoint Inc., expansion to 250 employees globally.

PHILIPS (1985 – 1990)

Project manager/Researcher

Key aspects: fundamental research, international program management, innovation

Research on artificial intelligence and knowledge management systems and management of innovation programmes.

COMMUNITY INVOLVEMENT

NCD (Nederlands Centrum van Directeuren en Commissarissen)

Chairman local network group. Member of advisory board for networks to the executive board.

Stichting Plusklas Houten

Foundation for education to gifted children (8-12 years old). Board member and treasurer.

NIMBAS (MBA Business School, Utrecht, 2002 – 2006)

Executive business school, now renamed as TiasNimbas. Member of the Advisory Board.

Scouting Nederland (1981 – 1997)

The largest youth organization in the Netherlands. Various regional and national board memberships with focus on national events, public relations and game development. Member of the World Jamboree 1995 organization committee.

Various Foundations (2003 – 2009)

Support with the development and operations of several non-for-profit foundations with community services:

- Matchpoint Betrokken Ondernemen, Amersfoort
- Stichting Werk aan de Linie, Bunnik
- Stichting Kinderactiviteiten, Houten