
Curriculum Vitae

Personal data

Surname: Grob
Given name: Wilfried
Date of birth: 17-07-1967
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Civil status: Married to Zerli, 2 children (Wyke '96, Willem '97)



Education

1979-1984 HAVO (Liemers College, Zevenaar)
"higher general education", high school

1984-1988 M.T.S. Procestechniek (MTS, Arnhem)
"mid-level technical education", chemical engineering

1988-1992 H.T.O. Chemie (Rijkshogeschool IJsselland, Deventer)
"high level technical education", polytechnic chemistry & commerce
(BSc. in chemistry)

Professional training:

- Training B to B sales (DOOR, Sliedrecht) 1993
- Advanced marketing course NIMA-B (SRM, Amsterdam) 1995
- Interview techniques (Dynargie Group Leidschendam) 1996
- Workshops strategy development (Arthur D-Little, Brussels) 1996-1997
- German language Privatissime program (Berlitz Duisburg) 1996-1997
- The key to selling improvement (KSi consultants, Surrey) 1999
- Fundamentals of Business Management (Akzo Nobel, Arnhem) 2000
- Marketing Driven Management (Dr. J.D. Hlavacek, Leeuwarden) 2002
- Advanced Industrial Marketing Strategy (INSEAD, Fontainebleau) 2003
- Competency focussed coaching (GITP, Groningen) 2005
- Leading high performance teams (MCE, Brussels) 2006
- Perspectives: customer interaction models (BASF, Ludwigshafen) 2007
- Radiation curing: UV and EB technology (CfPA, Amsterdam) 2007
- Perspectives Accreditation Programme (Business School Mannheim) 2009

Proficiency in languages: Fluent in English, German and Dutch (limited in French)

Soft-ware: Various advanced computer courses 1993-now: CRM systems (Tetra-sales & Relavis eBusiness Streams, Siebel Salesnet) Windows, MS Office, Excel, Word, Outlook, MS projects, Powerpoint, Lotus Notes, etc.

Experience

1986-1990 Trainee ships at: BASF Arnhem (production of latices): process instruments services, maintenance & repair; Desmacon Zevenaar (production of PETT bottles): laboratory, quality control analysis; Unichema Chemie Emmerich (refinery & processing fat & oil): edible production, research & trouble shooting

1991-1992 Trainee ship & BSc. thesis: DSM Resins (development & sales of resins for coatings)
Date: 02-09-'91 - 03-06-'92
Dept.: architectural coating resins
Activity: product development & marketing (strategic and research)
Place: Zwolle

1992-1996	<p>Technical sales engineer: Akzo Nobel Coatings (development, production, marketing & sales of coatings) Date: 15-08-'92 - 01-03-'96 Dept.: protective coatings Activity: sales, inspection and coaching Place: Rotterdam</p>
1996-2000	<p>Technical area sales manager: Akzo Nobel Resins (development, production marketing & sales of resins) Date: 01-03-'96 – 01-11-'00 Bergen op Zoom NL & Kleve DE Dept.: surface coating resins Activity: marketing & technical sales, managing agents/distributors Area: Germany (office) & Eastern Europe</p>
2000-2002	<p>Business development manager coating resins: Johnson Polymer (development, production marketing & sales of water bases coating binders) Date: 01-11-'00 - 01-04-'02 Dept.: coatings Activity: European business development for water based coating binders Place: Heerenveen</p>
2002-2005	<p>Industry manager coating resins Europe: Johnson Polymer Date: 01-04-'02 - 21-06-'05 Dept.: coatings Activity: European industry manager for coating binders & global focus team lead product development wood coatings Place: Heerenveen</p>
2005-2006	<p>Industry and sales manager coating resins Europe: Johnson Polymer Date: 21-06-'05 - 31-12-'06 Dept.: coatings Activity: European industry manager for coating binders, global focus team leader wood product development coatings, sales manager and a member of the European management team Place: Heerenveen *01.06.'06 Acquisition of Johnson Polymer by BASF</p>
2007-2010	<p>Head of marketing coatings resins Europe: BASF Performance Chemicals Date: 01-01-'07 - 31-03-'10 Dept.: EVP/RM; Regional (European) marketing dept. Activity: European marketing manager industrial coating resins, team leader for UV- curing and water based product development and member of the BASF Resins management team Place: Ludwigshafen & Heerenveen</p> <p>Next to the position at BASF: Chairman marketing Radtech Europe Date: 08-05-'07 - now Activity: Leading the marketing efforts of the European association for the advancement of Radiation curing technologies and member of the management committee (from 01.01.'10 - now)</p>

2010-now

Marketing manager printing and packaging resins Europe: BASF Pigments and Dispersions

Date: 01-04-'10 - now

Dept.: EDG/RM; Regional (European) marketing dept.

Activity: European marketing manager resins for printing and packaging,
Project lead for UV- curing, photo initiator and water based product
development and member of the European Printing and packaging team

Place: Heerenveen

Interests

Reading and listening to music, sailing with friends and family, supporting the soccer teams of my children, kite-surfing, riding and maintaining my classic motor bike.