
Curriculum Vitae

B.A. (Barry) van der Ark, Msc., Bsc.

PERSONAL DETAILS:

Prins Bernardstraat 26	Date of birth	: August 17, 1974 (Sassenheim)
2171 XH Sassenheim	Marital status	: Partner, 1 son
+31 (0) 62 390 2027	Nationality	: Dutch
barry@vderark.nl	Driver license	: A-B

PROFILE:

Business driven Strategist, Progressive and Innovating. Leading in building a win-win relation based upon honesty and integrity. Active listener, analytical thinker and pragmatic problem solver. Excellent feeling for political relations and motives.

EXPERTISE:

Company, Sales en change strategy
General (virtual) Management
Sales, program and project management
International work experience

EDUCATION:

Nyenrode University	1999	Master of Science in Management (Msc)
HTS, (bachelor technical degree)	1998	General Engineering (Bsc)
MTS (associates technical degree)	1994	Aviation Engineering (Anthony Fokker School).
MAVO (secondary school)	1990	

WORK EXPERIENCE:

Alcatel-Lucent	2009	EMEA Commercial Strategy & Pricing Escalation
Alcatel-Lucent	2005	Services Sales Manager
STORK Industry Services B.V.	2004	Manager Marketing & Sales
COLT Telecom B.V.	2002	Global Account Director
COLT Telecom B.V.	2000	International Account Manager
SIEMENS Nederland N.V.	2000	Project Manager

TRAINING / COURSES:

Imparta (UK)	2005	Creating Client Value
Kennith Smit	2003	Reversed Selling
Kennith Smit	2002	Large Account Management
Kennith Smit	2002	Selling the price
Kennith Smit	2001	Commercial Skills
Post HTO (master)	2001	General Telecommunications
Bureau Door	2001	International Sales
Beerenschot & Simons	1996	Adaptive Selling

WORKING EXPERIENCE DETAILS:

04/2009-present

Alcatel-Lucent

EMEA Commercial Strategy & Pricing Escalation

Responsible to take a corporate view at offers to correctly position ALU in the market place. The main target is to apply pricing techniques that protect market pricing by optimizing margin, Cash Flow, T&C's and financial constructions by:

1. Optimize pricing strategies across the portfolio of products, services & solutions, reinforcing best practices, eliminating bad practices and introducing new practices.
2. Proactive determination of commercial approaches & taking commercial decisions for A-deals.
3. Dealing with commercial escalations for all deals, establishing adequate positions, walk-away positions, dealing with internal inter-domain conflicts.
4. Work on global level to align commercial strategies through liaising with the central Business Processes team and the Commercial teams in the other Regions.

04/2005-04/2009

Alcatel-Lucent

Services Sales Manager

Responsible for the development of new revenue/clients for Alcatel-Lucent Services.

Main tasks include:

- Building the strategy to enforce the position of services. Focus solutions are migration into and deployment of Next Generation Networks, Multi vendor Services and Outsourcing.
- Tactically balance between large long term projects and short term contracts.
- Responsible for the strategy, pricing and negotiation with leading services offerings.
- Create client specific services value propositions based on CAPEX and OPEX requirements.
- Develop and foster senior level contacts and achieve "trusted advisor" status.

Additional tasks:

2007 Project leader in HYPO program 4WARD - "New Solution Management"

2008 Developer of new Alcatel-Lucent Solution for Managed Communication and Managed Capacity

04/2004-04/2005

Stork Industry Services B.V.

Manager Marketing & Sales

Responsible for revenue and margin growth and Coaching of the Account Managers. Stork Industry Services is a knowledge intensive and professional supplier of integral, technical services for installations and machinery in the industrial market.

Additional tasks:

2004 Setup Stork Maintenance Management as Business Development Channel

2004 Starting up expert centre surrounding Factory/Process outsourcing

2004 Setup (long term) CRM system

04/2002-04/2004

Colt Telecom B.V.

Global Account Director

Responsible for the Global (European) sales of selected top accounts. Supplied with European team solutions varied from standard broadband services to a complete European infrastructure with Business Continuity and Disaster Recovery support.

Additional tasks:

2003 Created and sold a Managed Video Conferencing Service together with Client

06/2000-04/2002

Colt Telecom B.V.

International Account Manager

Responsible for the in country sales of selected accounts. Supplied solutions varied from standard broadband services to European infrastructure networks.

Additional tasks:

2001 Development of automated offer generation tool

01/2000-06/2000

Siemens Nederland N.V.

Program Manager

Within the Business Unit transport and special projects program manager of a number of classified projects for National Defence.

02/1996-01/1999

Arketel

Owner / Managing Director

Business-to-business Advice Agency on cost reduction programs of international phone and fax traffic. This company was setup by me and has been sold to a competitor at the start of my general Management study.

VARIOUS:

12/1998-12/1999

Team lead Nyenrode Sponsor Acquisition and Nyenrode Broadcast Company

06/1999-08/1999

Thesis Schreiner Aviation Group B.V.; study of the operational purchase methods and operational procedures.

04/1997-03/1999

Chiara; various marketing activities for hard- en software suppliers.

05/1996-01/1999

Martinair; aircraft mechanic

01/1998-06/1998

Thesis Stork Installation Techniques Amsterdam; study TQM within the organisation and provide improvement points and advice.

01/1997-06/1998

Haagsche Hogeschool, IT-Helpdesk. User support.

08/1997-06/1998

Financial Manager with a student enterprise.

01/1996-02/1997

Advise Agency im- and export (trainee period) Advex