

CURRICULUM VITAE - MICHEL GROENEVELD

PERSONALIA:

Name	Michel G.J. Groeneveld
Address	Paradijsselpark 31; 2904 PA Capelle aan den IJssel; The Netherlands
Phone	+31 (0)6 34 683 100
Email	groeneveldmgj@hotmail.com
Civil status	Married, one son, one daughter

PROFESSIONAL TRACK RECORD:

From 2022

[BARINGA PARTNERS](#)

Senior Manager Energy & Resources

- Advising the Dutch Ministry of Economic Affairs on financial support models for new build nuclear power plants
- Advising TopSector Energie on the development of a reference architecture for the energy infrastructure in the Netherlands
- Project lead for a new build CCGT power plant

2018/2022

[UNIPER BENELUX](#)

Manager Public & Regulatory Affairs

- Lead Public & Regulatory Affairs & Media contacts. Member of the European PA & Communications team. Responsibilities: development and deployment of PA strategy and tactics; engage with Government officials, MP's, ministries, local authorities, NGO's, press and other stakeholders; internal and external communication.
- Member of Uniper's Sustainable Aviation Fuel team
- Member of Green hydrogen (100-500MW) Maasvlakte project team
- Colombia beyond coal; CSR project, developing economic alternatives for mining regions
- H-vision; industrial (blue) hydrogen consortium Rotterdam

"Michel is a very dedicated and knowledgeable PA professional. He is effective because of his competences and relevant network. More a realist than an idealist. He is informal and very pleasant to deal with. My long-term collaboration with Michel has been a real pleasure." (LinkedIn recommendations)

2010/2018

E.ON CLIMATE & RENEWABLES / UNIPER ASSET DEVELOPMENT

Commercial Project Manager Benelux

- 10MW reserve power battery solution at MPP3 (Rotterdam Maasvlakte)
- Maasvlakte onshore windfarm; project development (~8MW)
- Wood pellets project (1.1TWh/a), Rotterdam Maasvlakte (MPP3)
- Meat & Bone Meal project (150GWh/a), Rotterdam Maasvlakte (MPP3)
- Biomass conversion of the Langerlo coal-fired powerplant, Genk (Belgium)
- 300MW Biomass power plant project, Antwerp

“Michel has been very effective and accurate (...), he met all deadlines and we passed all hurdles. He set out a course, kept to it, and allowed only deviations where he could afford to. His radar for underlying conflicts of interests served him well. He showed no doubt when he dealt with very senior management, but told his story convincingly. (...) someone you can rely on and who actively, autonomously and creatively looks for solutions if the problems arise.” (LinkedIn recommendations)

2008/2010

E.ON BENELUX

Manager Public & Regulatory Affairs Benelux

- Lead Benelux Public & Regulatory Affairs team (Rotterdam/Brussels). Member of the European PA team. Responsibilities: development of PA strategy and tactics; engage with Government, MP's, MEP's, Regulators, TSO's, Ministries, NGO's, press and other stakeholders.

“(...) Michel has been a leading voice of the Dutch energy industry and played a significant role in shaping the Dutch energy market.” “Michel is very goal orientated and self- motivated, but he is also a very good manager. He clearly acknowledges the different needs of different individuals that he leads. He can coach on a more detailed level if needed, but he is also able to give room for development and give people responsibilities.” (LinkedIn recommendations)

2006/2008

UNIVAR

Marketing Manager Europe - “DUREAL”

- Startup company (~50 people) under the Univar umbrella. Urea sales & distribution. MT member. Responsibilities: branding, sales promotions; Key Account Management; direct sales to Germany, France and Benelux; manage engineering function, Business Development USA.

“I worked with Michel for just under 2 years at Dureal. Michel repositioned/revitalised our European brand so that it reflected what we stood for at the time. Very much a result oriented person and manager, I respect Michel for his tenacity and ‘delivering the goods’ when it really mattered” (LinkedIn recommendations)

2000/2006

CHEVRON / TEXACO EUROPE

Various roles

- Marketing Manager
- Retail Sales Manager
- Public Affairs
- Project manager

“Relaxed, hands-on, passionate and visionary loyalty & marketing program professional who showed me the importance and effectiveness of learning by doing, seizing the moment, bottom-up structures and faith. (...) he was always on top of his business, until the smallest details. Not only he solves problems but his will was to turn it into an opportunity with creative ideas and solutions.” (LinkedIn recommendations)

1997/2000

BOVAG

Public Affairs, Strategy & Research

1994/1997

Compulsory military service and various temporary jobs

EDUCATION:

2002/2003

Executive MBA, Rotterdam School of Management (RSM)

1988/1994

Economics (MSc), Erasmus University Rotterdam

PERSONAL ASPECTS:

Personal profile

Result oriented; no-nonsense; energetic; commercial acumen; people skills; international orientation; family man

Hobbies

Ultra trail & marathon running; football; motorcycle touring