## Curriculum Vitae

**Rob van der Meij**

**Summary**

Experienced international general/business/commercial manager. Strong business leadership with focus on customer/market orientation and business/strategy/technology development and deployment . High capability to develop and sustain international relationships. Global experience base having worked abroad (USA) and globally (intensive travel) in multinational companies with international strategic customers across the world and joint ventures (Japan, Brazil). Experience both in large companies (Shell, Akzo Nobel) and in entrepreneurial, venture capital funded startup companies (BIOeCON, KiOR, Hermes, fluXXion). Proven capability of quickly understanding new markets and businesses.

Chemical Engineer by origin, strategy, business & technology management in chemicals industry by experience and business schools (Theseus, IMD).

People and customer oriented management style, accessible and responsive. Creative, yet analytical think style. Strong commercial focus, coaching and steering multi-disciplinary teams globally. Creative negotiator and negotiator coach.

### Work experience

##### September 2009-current, CEO fluXXion, clean tech equipment development company for dairy filtration and separations in chemicals industry

* 17 people, venture capital funded, development of game changing distillation technology
* Culture change from in-house focused technology to product/market development focus
* Turned R&D development projects with Bayer and TetraPak to industrial demonstration plants
* Creating new partnerships with global chemical companies
* New funding round

##### 2008-current, CEO/Founder Hermes Catalysts, niche development and trading catalysis company

* 4 people, China, USA, Europe, Middle East located, 3 million USD turnover
* Introduced Sinopec FCC catalysts to US FCC market (Valero, Sunoco)
* Product development for Conoco Phillips (FCC additive)
* Set up successful trading business with Middle East, USA, Japan in e-cat and Claus catalysts

**2007 2008, CEO/Founder KiOR Inc (Business Director BIOeCON), biofuels/biochemicals start ups in Netherlands and USA, catalytic pyrolysis and ionic liquid based technology creation**

* Created KiOR with Khosla Ventures, initial funding round 3 million Euro, second funding round 10 million USD (now > 100 million USD funding and 100 people)
* Start up CEO in Houston, TX , from 0 to 15 people in < 6 months, recruited people from Netherlands, USA, Brazil, Venezuela to build multidisplined, multi-cultural team for fast technology development

##### Global Business Manager Alcohol and Alcohol Ethoylates, Lineair Alkyl Benzene and Sulfonates business , Shell Chemicals, 2004-2007

* Global business management for 1 billion USD revenue, P&L responsibility
* Direct management of sales, supply, strategy, customer service and marketing teams in office and home base locations in Japan, China, USA, Europe, Oceania, South America, South Africa Canada in 4 different business areas (detergents, alcohols, LAB, sulfonates), total direct & indirect reports 65-70 people. Global team incl supply and manufacturing 250-300 people
* Manufacturing plants in US, UK, S Africa, New Zealand, supply terminals globally located
* Created portfolio shift into new geo-segments (China, India, Latin America), new product-market combination (personal care) and more diversified customer base in traditional markets (Henkel, Dial, home-brands as new customers)
* Introduced strong cash and contract management routines, got complete revenue to <28 avg days outstanding payment days
* Introduced 100-300 million USD multi-year hedged deals with major customer (still applied today) with controlled margin management for Shell

***General Manager Clean Fuels Technology, Shell/CRI-Criterion Catalysts and Technology (2002-2003), integration and commercial alignment of catalysis and process technology for clean fuels in Shell and 3rd party business***

* led strategy project Refining Catalysts for Criterion/Shell Global Solutions alignment, resulting in integration of CRI/Criterion into Shell Global Solutions
* created joint licensing business n Clean Fuels (ULSD, Hydrocracking, Distributor trays), from <5 to >30 million USD in 2 years.

***Managing Consultant, Cap Gemini Ernst & Young, Strategic Consulting (former Gemini Consulting) (2000-2001****),* Project management and business development

* led various consulting/client teams (software, salt chemicals company etc)

***Various positions at Akzo Nobel Catalysts (1987-2000) in R&D, Business Development and Business Management in Europe, USA and liaison with Japan and Brazil joint ventures***

* Business manager FCC Europe (100 million Euro, 50 people)
* Business manager Hydrocracking and MAKF Alliance formation and management (20 million USD, 10 people)
* Commercial manager Hydroprocessing Americas (50 million USD, 10 people)
* Sales & technical service positions in refining and chemical catalysis

# Language

* Dutch and English fluent
* German speaking & reading good, writing fair
* French speaking, reading and writing fair