

## Jean van der Bosch

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### Summary

Senior European Sales, Marketing and Business Manager with extensive category management experience including contract negotiations and management of change. Gains rapid understanding of diverse business issues and creates innovative management solutions. In-depth knowledge of the Consumer Electronics market and related supply chain. Operational fluency in English, Dutch and German.

### Key Strengths

- Development and management of multi-million Euro businesses.
- Managing diversified business and different disciplines across 14 country clusters; steer and coordinate local project managers.
- Highly experienced in bringing products to market from product development; international key account management; channel strategies, commercial policy, direct sales and contract negotiations.
- Management of multiple different stages of projects simultaneously and effectively.
- Bridges the gap between different expertises and disciplines. Ensure interdisciplinary support.
- Conversant with different business cultures and behaviours from Scandinavia to Spain and from US to China.

### Professional History

#### Halifax Consumer Lifestyle, Amsterdam

**April 2008 - Present**

Global Senior Manager: Change Management reporting to Senior VP for Worldwide implementation of CRM tool to support sales. Defining key processes; guiding the management team and supporting the change management process, through, during and after 'Go Live'.

#### Key achievements:

- Refocused the project within 2 months from IT project into sales & marketing project, resulting in creating the right level of attention with senior management.
- Re-structured the processes of the project for country implementation.
- Identified the change management issues in the countries and created processes to deal with them.
- Achieved 100% take up of process within 6 months.

#### Halifax Consumer Electronics Europe, Amsterdam

**Nov. 2005 – April 2008**

Senior Manager Europe (Product groups: DVD players, DVD recorders, HDD Recorders, Tactical brands)  
€400m Turnover

Responsible to Senior VP of Business category for definition of European product portfolio growth and profit with full financial turnover/margin responsibility; leading the European Category Manager cluster, extending to all 14 country clusters; leading the local business managers of all clusters: direct sales involvement with regard to category development, price/margin negotiations with European customers; product development in cooperation with Far East.

#### Key achievements:

- Grew sales level by 10% in falling market for DVD, Home Cinema, Video Recording segments
- Reduced inventory to lowest levels without compromising customer delivery schedules through improved internal planning processes.
- Created most profitable portfolio within business unit in 2 years.

#### Halifax Consumer Electronics Nordics, Stockholm

**Dec. 2002 – Oct. 2005**

Business Manager Audio/Mobile Infotainment, Scandinavia and Baltics Product groups: Hi-Fi Mini, Micro, CD machines, flash memory, Hard disk, DVD portable, Cluster responsibility, €30m Turnover  
Reported to the Country Sales Manager (VP level) for definition of Scandinavian product portfolio

and leading Scandinavian Category Manager cluster, 7 country clusters; Leading and closing contracts for own portfolio, product development in cooperation with Far East development centres; Central function covering market forecast, market needs, supply chain (planning, production capacity, deliveries), marketing planning, financial turnover/ margin responsibility, price management, distribution strategy.

**Key achievements:**

- Elevated most segments in the category to no. 1 market share position.
- Grew sales and profitability of Nordics and raised from no. 5 to no.1 within Halifax.

**Halifax Consumer Electronics Europe HQ, Amsterdam**

**Nov.1999 – Nov 2002**

Operational Manager responsible to VP Key Account Management for set-up of new department and establishing platform for bridging sales clusters and international operating retailers; Worldwide communication including ranging, pricing, market intelligence, key figures of results; internal and external network development to support management and sales.

**Key achievements:**

- Created and implemented processes for customer reporting (internal and external), analysis, organisational set up, network creation between countries, customers.
- Created and implemented processes for customer hierarchies, business reporting and analysis.
- Established basis for commercial policy and strategy; extended to larger part of the organization.

**ATOS - Origin, Amsterdam**

**April 1998 - Oct 1999**

IT Consultant – Department Business Management Solutions (BMS) Customer: Halifax Consumer Electronics Europe Responsible for identifying management needs and development and set-up of stable IT organization / environment for supporting Management Information processes; selling additional services where applicable.

**Key achievements:**

- Set up end-user support CE Europe; European senior management, marketing & sales
- Established original Service Level Agreements between ATOS-Origin and Halifax
- Identified clear needs at Halifax CE Europe management; created new services
- Increased number of users, hence license income by creating better service levels.

**Education**

Sept. 1996 - Dec. 1997 Nijenrode University, M.Sc. in Management,

Sept. 1992 - Aug. 1996 Hogeschool van Amsterdam B.Sc. In Engineering

**Skill Development**

Halifax MD program; assessment centre for High Potentials; leadership skills; Halifax Management Development Program; International Marketing skills. IBM: Leading a department.

**Other Information**

Inspire: Management Assignment : Halifax MD program for high potentials July 2008 – Oct. 2008

Team leader for emerging countries with focus on China (7 people); investigate Halifax awareness of sustainability, market readiness and business potential. Project delivered on all items identifying gaps of knowledge within our own company, market potential, additional business partners outside our own industry and identified potential start up projects in China.

**Language skills**

Dutch : Mother tongue

English : Proficient both verbal and written

German : reasonable speaking skills, moderate writing

**Personal details**

Date of Birth : 19 February 1971

Nationality : Dutch

Marital Status : Married, 3 children