

Hugo Verwijs

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Senior Executive

Strategic Planning • General Management • Sales & Marketing Leadership • European Operation

Accomplished Executive with domestic and European experience in strategic planning, general management, P&L responsibility and sales & marketing leadership. Results –oriented, dynamic leader with proven success in new market identification and strategic positioning for Multimillion-euro software – and information organizations. Track record of increasing sales and growing bottom line. Excel in dynamic, demanding environments while remaining calm, pragmatic and focused on goals.

Core competences

- Strategy Planning
- Profitability & Costs analysis
- Sales & Marketing leadership
- Budget Planning & Forecasting
- Contract Negotiations
- Media Relations
- Organizational Restructuring
- Good communicator
- Organizational Development

Professional Experience

Ofir Consultancy, Soest, The Netherlands

2009 – present

Owner

Founded a consultancy firm to support business leaders by defining their personal and business goals by offering a compelling set of practical insights in the world of Data Quality, Information and General Management.

Human Inference, Arnhem, The Netherlands

2002 – 2009

CEO

Provide executive leadership for Data Quality software vendor with offices in The Netherlands, Germany, Belgium and the UK and turned this company from a local player into a top pan-European player.

Led total operation and strategic direction with full responsibility for bottom-line, including long-term planning, sales & marketing, product management and software Development process. General oversight of 90 employees and doubled the revenue while spearheading operational improvements to drive productivity and reduce costs.

Key achievements:

- » Led two MBO's during this period
- » Turned company into a result oriented organization led by a complete new management team
- » Developed and introduced successful new product suite for international markets
- » Turned company to high profitability through focus on sales & marketing process
- » Started the Data Quality award in The Netherlands

Tesselaar Marketing Services, Haarlem, The Netherlands

1999 – 2002

Managing Director

Led a full service Direct Marketing organization with the focus on call center activities with offices in Haarlem, Den Helder and Luxemburg. Resolved multiple operational issues and motivating staff of 300 people to peak performance.

Key achievements:

- » Created a turn around within 2 years from loss making into a profitable company
- » Efficient restructuring of the organization with a focus on quality and customer satisfaction
- » Turned company into a top 4 performer in The Netherlands within the call center industry
- » Have company ISO certified as one of the first in the call center industry

MarktSelect, Amsterdam, The Netherlands

1988 - 1999

Founder & CEO

Founded a Database Marketing Company and developed the organization into a respected and profitable organization becoming leader in the Business-to-business marketing data. Spearheaded vision, strategy and execution of Dutch business operations. Innovative company with the First CD-Rom data product in Europe.

Key achievements:

- » Led projectgroup building own innovative database management system on IBM AS/400
- » Continued expansion (from zero to 5 million) and market penetration bringing company to top performer in NL
- » Created First CD-Rom data product in Europe with all Dutch businesses for Direct Marketing purposes

Graydon Holding, Amsterdam, The Netherlands

1987 – 1988

Led the integration of the sales organizations of Van der Graaf (Amsterdam) and Dongelmans (The Hague) the two leading companies in the Financial Information & Debt Collection industry in The Netherlands.

Key achievements:

- » Headed a successful integration of two sales- and marketing organizations completed within one year
- » One of the founders of the Nederlandse Vereniging van Incasso-ondernemingen (Dutch Association of Debt Collection agencies)

Dun & Bradstreet, Rotterdam, The Netherlands

1977 – 1987

Started career as Account Manager and promoted to National Sales Manager and Marketing Services Manager with budget responsibilities up to 10 million euro in annual sales.

Key achievements:

- » Increased sales volume with 100% in less than three years
- » Proven ability to gain customer loyalty
- » Identified as Top-Performer in Sales-organization

Verenigde Lektuur Bedrijven, Amsterdam, The Netherlands

1970 – 1977

As bookshop manager responsible for several outlets of the organization.

Key achievements:

- » Pushed in every outlet sales with at least 35% annually