

Curriculum Vitae Frank Verweijen

Profile

Marketing professional, commercial counsellor, coach and ‘change agent’

Over 35 years of experience in international commercial management in BtC and BtB.

Statements

“Strategy without tactical completion is a theoretical boardroom exercise”

“It’s not the big who eat the small; it’s the quick who eat the slow” (Charles Darwin)

Specialist experience

- Marketing
- Direct Marketing, Direct Response advertising
- Merchandise and Buying
- Creation and development of home shopping concepts, print and web

Management experience

- General Management
- (Direct) Marketing Management
- Non Executive Director
- Interim Management
- Business incubation management

Career Path

2007 – 2009 **Lenovo (PC manufacturer, previous IBM’s PC division)**
EMEA Relationship Marketing Director

Marketing of the Lenovo proposition to all prospects and customers that are covered by Lenovo reps (vs prospects and accounts that are covered by Business Partners).

1999 - 2007 **Straight Forward v.o.f. (Consultants Marketing Strategy & Tactics)**
restart 2009 Owner and managing partner

	Assignments	
	<i>BtC</i>	<i>BtB</i>
Consultancy	3	3
Interim management		3
Non-executive director	4	1

1994 –1999 **Bose Corporation (CE manufacturer)**
General Manager Bose Consumer Direct Division, Inc. Europe

Start up the Bose Consumer Direct Division in Europe. Division sells high-end audio Bose equipment directly to consumers. Business set up with a HQ in the Netherlands with sales and fulfilment operations in various European countries.

1996 President’s Award for Business Excellence

1984-1994 **Maildex BV (International mail order group)**
Maildex was the international mail-order division of Vendex International N.V. with NSO’s in the Netherlands, Belgium, France, Austria and Switzerland from 1980-1993.

Curriculum Vitae Frank Verweijen

(MaildexBV continued)

90-94 *Merchandise & Buying Director*

84-90 *International Division Director Mail Order*

- 1981–1983 **Hema BV (chain of 380 ‘department stores’)**
Project manager for concept development and market introduction of home shopping with delivery through the outlets (catalogue desks)
- 1977-1981 **Moussault ABH International B.V. (advertising agency)**
Managing Director Moussault/Direct BV, set up of a Direct Response Advertising Agency.
- 1972- 1977 **“NRC”BV (Newspaper group in the Netherlands)**
Product Manager for the development of direct reader offers for NRC Handelsblad.

School, University

1962-1968 high school

1968-1972 Leiden University, Law School (bachelor)

Languages

English fluent

German fluent

French moderate

Dutch mother tongue

Personal Data

- Born 9 June 1948
- Dutch nationality
- Married, 3 children, empty nester

Contact data

Straight Forward vof

Jonkerslandreed 5,

8413 NP Oudehorne,

The Netherlands

+ 31 6250 21308

+ 31 513 542 990

frank.verweijen@straight-forward.net