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Profile

Strategist, liaison and advisor. Experienced at board level. My career includes five years as Head of Corporate Strategy of Dutch Railways creating a coherent approach to business across a multinational company. Also a proven track record as a strategy consultant. Naval architect by training.

Career

RAFIKI STRATEGY (2015 – present), Rotterdam, the Netherlands
Independent professional

I get out of bed to create strategies that inspire organisations and workforces both emotionally and professionally. Highly inclusive approach based on the competence and independence of an experienced strategist, combined with the knowledge and participation of the organisation and its people. The end result: Fulfilment of organisational and personal potential in the business, and ensuring readiness for an emerging future.

Dutch Railways Group (NS)

NS Group (2010 - 2015), Utrecht, the Netherlands
Head of Corporate Strategy

As Head of Corporate Strategy, I manage the Corporate Strategy department and report to the NS President. My core responsibilities are devising and developing NS Group strategy and the strategic planning process. NS carries more than 1 million passengers per day in the Netherlands and abroad. It has a turnover of 4 billion euros.

Achievements:

- Development of the NS Strategy 2014 – 2017, working closely with the Executive Committee, the Supervisory Board and the employee council;
- Devising the framework for the international strategy (UK and Germany).

NedTrain, (2006-2009), Utrecht, the Netherlands
Strategy and External Relations Manager

NedTrain is NS's train maintenance company. As a manager, I was responsible for strategy development. In this role, I reported to the NedTrain Board.

Achievements

- Formulating and implementing the strategy in nine major change projects;
- Developing cooperation between asset management companies in Spain, Japan, United States and Hong Kong.

Boer & Croon Corporate Strategy (2002 – 2006), Amsterdam, the Netherlands
Associate Partner

Boer & Croon was a leading Dutch strategy boutique. I specialised in the integration of strategy and supply chain management.

Achievements

- Developing the Middle East/Asia strategy for van Oord Dredging Company;
- Advising on the strategy and outsourcing of facility management within KLM.

Journey around the world with my future wife Annemieke (2002),
Nepal, Tibet, Singapore, Laos, Cambodia, Vietnam, Costa Rica, Cuba, Brazil

KPMG Consulting, Transport & Distribution Division/Nolan Norton (1998 - 2001),
Rotterdam/De Meern, the Netherlands

Manager

Transport & Distribution was KPMG's consultancy providing support to logistics and shipping companies. Then worked for Nolan Norton, KPMG's strategy consultancy.

Achievements

- Setting up a mail hub at Hato Airport, Curacao
- Determining the project portfolio of DMC2, Pittsburgh, USA

P&O Nedlloyd, (1993 - 1998), Rotterdam; Malta, New York City, USA,
Trade Manager Mediterranean, Business Development Manager

P&O Nedlloyd was one of the largest shipping companies in the world. After joining as a management trainee, I worked as a supervisor setting up our terminal office in Malta. Subsequently worked as a Business Development Manager for P&O Nedlloyd Global Logistics and as Trade Manager Mediterranean based in the USA (20,000 TEUs).

Achievements

- Setting up a terminal office at Marsaxlokk, Malta
- Introducing P&O Nedlloyd Global Logistics in North America

Royal Dutch Navy, (1991 - 1993), The Hague/Den Helder, the Netherlands,
Lieutenant at Sea

Education and Courses

Delft University of Technology (1985 - 1991),
Master of Science (Ir.), Naval Architecture

MIT, Theory-U, MOOC (2015) and Foundation Program (2015), **IMD**, Driving Strategic Innovation (2010); **INSEAD**, Competitive Strategy (2006); **MIT/Harvard**, Executive Logistics (1998); **Cranfield**, Logistics and Supply Chain (1996)

Courses on interpersonal competences and coaching: **Hoffman** Institute (2014); The Work of **Byron Kathie** (2014); Strategic Coaching (2012).

Languages

Dutch (native language), English (fluent), German, Spanish

International Experience

United States of America, Malta, Netherlands Antilles

Personal Details

49 years old (16.05.1966); interested in Zen meditation, B&W photography, wood working and travelling