

Curriculum Vitae

René op ten Berg



Personal information

Name	R.P. op ten Berg (René Peter)
Street	Loire 14
Postal code / Town	2911 HD Nieuwerkerk aan den IJssel
Country	The Netherlands
Phone	+31 (0)6 818 77 026
E-mail	rene.optenberg@gmail.com
Website	www.i4more.nl
Birth date	4 August 1968
Birth place	Hardinxveld-Giessendam, The Netherlands
Nationality	Dutch
Children	Milou (20 December 2000), Finn (1 February 2005)

Summary

A **senior (interim) manager** with extensive experience in **sales, marketing, communication** and **information technology**. This unique mix of disciplines together with his capabilities in **senior project and program management** as well as a practiced sparring partner for and advisor to **C-level**, have always been a guarantee for great added value. Very successful in both **new and existing business** and extensive experience in program and project management, including but not limited to: **M&A, BPO, business analysis** (vision and strategy documents, reviewing, planning, etc.), **BID management** (tenders, RFP's, RFI's, etc.), **CRM** (implementation and optimization as a part of ERP), **HRM** (business development, restructuring portfolio), **corporate restructuring**. Familiar with both developing and extending **recurring business models**. Extensive experience in **exhibition and event management**.

Believes in the **power** and **consistency** between sales, marketing, communications and IT, in which **new media**, including **social media** play an increasingly important place in our daily lives.

Accustomed to work in both **corporates** and **modest organizations**, including, **business, government, healthcare** and **education**. Knows the right way to make use of both formal and informal structures and networks. Has an eye for politics and sees this as an opportunity rather than as an obstacle.

After establishing his own consultancy company, i4more, he provides **business consultancy, interim management** and full concept **web development** (including SEO) to both profit and nonprofit organizations. Besides he offers his knowledge as one of the managing partners of Apps4more. Apps4more delivers customized solutions for **new media**, including but not limited to **mobile applications** and **social media**. With Apps4more's independent label Green4more 'green' online communication services are offered.

Curriculum Vitae

René op ten Berg



Competencies & Skills

- Customer focused and always focused on achieving and if possible exceeding targets and results together with the right people and resources;
- Builds bridges between theory and practice, strategy and operation and development and sales; Sparring partner for board, operation and business; Team player, able to function in a dynamic environment;
- Analytical and solution-oriented; Experienced business analyst (vision and strategy documents, gathering requirements, writing business cases, reviewing, planning, etc.), curious and always eager to learn; Strong vision; wrote various business cases and vision documents;
- Practiced sparring partner for and advisor to C-level;
- Strives for perfection, without losing the big picture;
- Do what has been agreed mentality;
- Creative; Out of the box; Encourages others to do the same.;
- Inspiring People Manager who knows how to gather the right people for projects and teams in which every participant is complementary and shares the same passion and drive;
- Strong personality and communication skills; Convincing and powerful speaker (discussion leader and facilitator);
- Empathetic;
- Strong knowledge of the latest Internet and mobile related technologies, and a clear vision on trends and the usage for business opportunities;
- Familiar with all kinds of modern techniques: business intelligence tools and database management, programming and design (Adobe CS, XCode, HTML(5), Agile, Java, ASP, Flash, PHP, etc.);
- Familiar with project management; PRINCE2 and improved variants; writing functional use cases and development of wireframes;
- Entrepreneur and self-starter; familiar with setting up projects autonomously.

Languages

- Dutch (native);
- English (able to negotiate) ;
- French (able to negotiate);
- German (able to negotiate);
- Spanish (basic).

Curriculum Vitae

René op ten Berg



Actual

Company	Job title	Period	Description
	Owner / founder	2010- now	<p>As an independent entrepreneur (independent professional) he moves on the cutting edge of sales, marketing, communication and IT. The synergy between these disciplines is increasingly a determining factor for success for both profit and nonprofit organizations. IT is everywhere and always available. To be online 24/7 is common sense. The emergence of social and other new media have a major impact on our daily lives, so certainly also on the sales, marketing and communication strategy. This creates various new opportunities. On the basis of extensive management experience i4more offers:</p> <p>(Interim) Sales Management: defining and implementing sales strategy, coaching, training, consultancy, recruitment, CRM implementations (project management), AO process optimization, reviewing, planning;</p> <p>Marketing/communication management; defining and implementing strategy, consulting, planning, applying new and social media, media planning, branding, exhibitions and event management, temporary replacement, AO process optimization, etc.;</p> <p>Web consultancy; (re) designing websites, SEO, gadgets, apps, email, etc. (full concept when needed);</p> <p>Video productions for business applications: kick-off 's, branding, advertising, website, etc.;</p> <p>Host: moderator, facilitator, speaker, coach brainstorm sessions, etc.</p> <p>Website: www.i4more.nl</p>
	Partner /founder	2010- now	<p>Apps4more offers customized solutions for new media like mobile applications, gadgets, social media solutions, etc. (marketing, consultancy design and development).</p> <p>Established with two partners in the knowledge that New media are indispensable in our daily lives. As an example, <u>Social Media</u> have not only conquered their position faster than any other earlier technology shift, but they actually add a new dimension to the way we'll reach our audience. New methods and techniques should be implemented to remain successful in a changing world. Whether it's concerning the availability of apps on <u>mobile platforms</u> , or <u>social media</u> itself, we cannot deny the existence anymore. Your audience will more and more make judgments in determining what information they want to receive.</p> <p>Through our extensive network and experience in the IT, telecom and multimedia We can also easily link up with existing campaigns by offering the New Media chapter.</p> <p>Website: www.apps4more.nl/E-info.html</p>
	Partner /founder	2010- now	<p>As an independent label of Apps4more, Green4more delivers services and solutions for ' green ' online communication as part of corporate sustainability. The activities of Green4more can vary from realizing the corporate sustainability pages on existing websites to the achievement of a complete 'green' online communication strategy. Green4more has developed specific templates, which are very suitable for medium-sized companies and institutions.</p> <p>Website: www.green4more.nl</p>

Curriculum Vitae

René op ten Berg



Working experience

Company	Job title	Period	Description
	Senior Sales manager Public & Education	2008-2010	<p>Raet is market leader in Netherlands in the field of HR & payroll services and solutions. Domestic markets are: Healthcare, Public and Education. Raet offers its solutions as Software as a Service for their clients and their employees.</p> <p>In 2008 exclusively promoted to Senior Sales Manager; further stabilization of the Public market and successfully obtained a market share of 30% in the Education market. Early 2009: acquisition of the major part of Randstad HR Solutions and permanent member of the M&A-team responsible for all commercial input. After closing this M&A-deal market share raised to 90%! In 2006 Raet also had the opportunity to acquire these activities. Due to extensive sales efforts, this acquisition cost approximately € 40 mio less than 3 years earlier. Sales Public and Education grew to 15 FTE and > € 40 mio annual sales. In addition I had an important role in the positioning of the brand Raet and the online applications in particular for example as a sparring partner for both marketing and communication and advisor to the board.</p> <p>From the second half of 2008 I accompanied the sales director in his monthly reviews for the board and assisted him during planning rounds.</p> <p>In the second half of 2009 I replaced the sales director physically for 6 months. Total sales strength: 80 FTE sales / 7 sales manager.</p>
	Sales manager Public & Education	2004-2008	<p>After being successful in the Public market for several years, I became fully responsible for developing the completely new Education market. Annual growth rate well above objectives. In 2008 more than 20% market share. sales force from 0 to 4 FTE; annual sales from € 0 mio to € 20 mio. Greatest achievements: Synergia (>50,000 empl), Lucas (4,500 empl), Dyade (60,000 empl) and several other major deals.</p> <p>Besides, as a senior project manager, I was responsible for both the entire sales implementation of the new CRM solution and the restructuring of all major AO processes within the sales department.</p>
	Sales Manager Public	2001-2004	<p>Annual sales responsibility: > € 10 mio, consisting of payroll processing and BPO, services and solutions. Annual team realization at least at 120%. Built an entire new sales team from 2001 (3 to 5 FTE). Strengthened market leadership in Public segment. Main achievements: Dutch National Police (>60,000 empl; incl 26 regional corps), Twente Region (>6,000 empl), OMO education (6,500 empl; 1st step into Education market), City of Amsterdam (>20,000 empl) and public transport of the City of Amsterdam (>4,700 empl, BPO).</p>
	Senior Account Manager Public	1998-2001	<p>Annual sales responsibility: > € 2.5 mio. Yearly achievement at least 130%. Major deals: City of 's-Hertogenbosch (2,000 empl), City of Schiedam (1,200 empl).</p> <p>In addition I completed the management development program of Getronics (Raet was part of Getronics in those days).</p>
 CENTRIC (Kramers Automatisering)	Account Manager	1997-1998	<p>Sales responsible for software solutions in the following markets: Local Government, Healthcare, Residential Property and Engineering. Scored several major deals and achieved his target.</p>
 UNIT4 BUSINESS SOFTWARE (OCC Software)	Sales- & Support	1993-1997	<p>Responsible for both sales and support of the payroll software solution. Project manager for acquiring an absence management solution. Main achievements: Abab-Accountants, A&A-Accountants, Walgemoed and Berk.</p>
 Ministerie van Defensie	Reserve Officer	1992-1993	<p>Commander of an infantry unit (civil service). Active reservist (1998-2008).</p>
 kpn	Tele sales	1991-1992	<p>B to B market. Transitional period between study and civil service.</p>

Curriculum Vitae

René op ten Berg



Education

Study / Training	Institute	Period	Description
HEAO-CE	Hogeschool Rotterdam (HES Rotterdam)	1986-1991	Graduated with a Bachelor Degree in Marketing. Internship (1990): 3M Netherlands, sales & marketing electrical engineering. Chairman of the Marketing students association, 'Offen ce' (1990-1991). Prerequisite: HAVO.
Be(have) authentic	Aeffect	2009	Make maximum use of your own power and personality; Future proof sustainable leadership.
Personal Effectiveness	CSA Europe	2006-2007	Basic en advanced.
Sales training	JD Eisenfeld	2004-2005	Multilevel selling, strategic sales and account management.
Solution Selling	Solution Selling	2001	Solution Selling; graduated as a Sales Eagle.
Management Development Program	Getronics (Raet)	1999-2000	Management development program with business content on post academic level (26 days); successfully completed. Including sales training Kenneth-Smith.
Sales training	SARV	1998	Target account selling.
Sales training	HRM / Wage	195 + 1997	Sales training / Account Management / NLP.

Memberships

- MVO Nederland (corporate sustainability; Green4more)
- HIER Klimaatcampagne (corporate sustainability; Green4more)
- Sales & Marketing Professionals Netherlands
- Mobile Marketing & Advertising
- Online services
- Interim Network Nederland
- Commissioner PR & Sponsoring at Schaatsclub Hitland
- Freelance Orders
- Het Nieuwe Werken ('the new kind of working')
- i-Portal
- I love ZZP
- ZZP & Interim Management
- Raet Alumni Network

Leisure & other interests

- Short summer and winter breaks/holidays
- New media, apps, video editing and producing music
- Golf, fitness/jogging, alpine skiing and (inline) skating