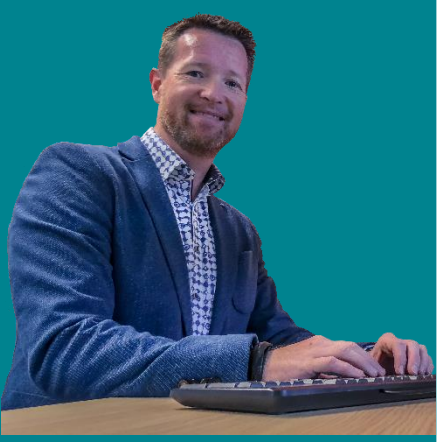


PERSONALITY

Name
Bastiaan ter Weel

Address
Werfstraat 66
2021 BP HAARLEM

Phone number
+31 6 44722183

Email addrese
mail@bastiaanterweel.nl

Date of birth
1 june 1975 (Purmerend)

LinkedIn
bastiaanterweel

Website
www.bastiaanterweel.nl

INTERESTS

- Travelling
- Korfball/ Fitness/ Running
- Theatre/ Film
- Developing websites
- Driving motorcycles

LANGUAGES

Dutch ★★★★★
English ★★★★

SKILLS

Professional knowledge
Product-, Project- and Marketing management
Off- and online Marketing

Branches
Technology / Automation
Document Management
Recreation / Travel
Media / Publisher

Professional courses
Project management (Scrum)
Leadership Development

BASTIAAN TER WEEL

I am a creative professional with an open, flexible and positive attitude. I am a strategic thinker (cause-effect) and work in a highly structured and organized manner. I am characterized by my steadfast character, excellent team spirit and perseverance. I excel in driven teams and will gladly be the sparring partner when thinking with (other) business owners.

WORK EXPERIENCE

Aug 2018 – present	**Marketing Manager Netherlands** Quadient (vh. Neopost) Benelux – Almere and Zaventem ▪ Marketing strategy Neopost Netherlands and execution ▪ Lead generation Netherlands ▪ Productmanagement of Document Management Solutions ▪ Product launches and product lifecycle management ▪ Analysis Sales performance and optimization Return on Sales
Feb 2013 – Aug 2018	**Product Manager Software Benelux** Quadient (vh.Neopost) Benelux – Almere, Zaventem, Luxemburg ▪ Productmanagement of software solutions ▪ Product launches and product lifecycle management ▪ Lead generation, leadmanagement and support sales ▪ Definition and coordination of product market combinations
Nov 2010 – Feb 2012	**Business Unit Manager Content** TSi Solutions bv – Purmerend and Enschede ▪ Managing Business Unit, direct 4 FTE total department 15 FTE ▪ Product management: SAAS, web-service and platform ▪ Initiating, maintaining communication with strategic partners ▪ Setting up dashboard, planning, leading towards targets ▪ Product owner scrumteam, leading internet projects
Apr 2006 – Nov 2010	**Manager field- and deskresearch Toeristiek** TSi Solutions bv – Purmerend
Jan 2002 – Apr 2006	**Marketing coordinator weekly news magazine Elsevier** Reed Business bv – Amsterdam
Jun 1998 – Jan 2002	**Marketing assistent Toeristiek (Tourism)** Elsevier bedrijfsinformatie bv – Purmerend
1989 - 1997	**Various part-time jobs**

EDUCATION

2010 – 2013	**Master of Business Administration – MBA** NCOI
1994 – 1998	**Higher Professional Education – HEAO Commercial Economy** Hogeschool Alkmaar
1992 – 1994	**Secondary Vocational Education – MEAO Commercial Economy** Economisch College Zaandam
1992 – 1994	**Secondary Vocational Education – MMO-C Toerism** Economisch College Zaandam
1987 – 1992	**HAVO (Equivalent to secondary school)** Ignatius College Purmerend

OTHER EXPERIENCE

Feb 2018 – present	**Treasurer** VVE De Pionier – Haarlem
Oct 2012 – present	**Member of Commission of Appeal and mentor referees** KNKV – Zeist
Jul 2016 – Jul 2019	**Board member (3 years)** Stichting Spurd – Purmerend
Jun 2006 – Jun 2017	**Treasurer (11 years)** VVE Schoolstraat – Middenbeemster
Jan 2008 – Dec 2010	**Member of Labour Council (3 years)** Ondernemingsraad TSi Solutions – Purmerend
Jun 1995 – Oct 2008	**Secretary (10 years) and Chairman (4 years)** Korfbalvereniging B.E.P. – Purmerend

MARKETING MANAGER NETHERLANDS

Aug 2018 – present **Quadient (vh. Neopost) Benelux – Almere en Zaventem**

- Marketing strategy Neopost Netherlands and execution
- Lead generation Netherlands
- Productmanagement of Document Management Solutions
- Product launches and product lifecycle management
- Analysis Sales performance and optimization Return on Sales

Particulars

Quadient Benelux is one of the first and most successful marketing teams withing the international organization for the launch and execution of marketing campaigns in the field of solution selling. The knowledge and experience is spread from the Netherlands to the rest of Europe. This especially applies to the field of Output Management Systems, which have been developed by sister organization and market leader Quadient, of which their approach has been praised and copied. As initiator, I have presented the Benelux approach to several European countries.

PRODUCT MANAGER BENELUX

Feb 2013 – Aug 2018 **Quadient Benelux – Almere, Zaventem, Luxemburg**

- Productmanagement of software solutions
- Product launches and product lifecycle management
- Lead generation, leadmanagement and support sales
- Definition and coordination of product market combinations

Particulars

My knowledge, skill and enthusiasm helps the Quadient Benelux organization make the transition to a solution seller for document processing. Successful introduction of the sales enablement project Showpad and well prepared product launches lead to me being included in "The Champions Club" of Neopost in 2015. I have also organized several events. The Discovery Days are the best example where 130 customers get introduced to the solutions coming from the Netherlands.

BUSINESS UNIT MANAGER CONTENT

Nov 2010 – Feb 2012 **TSi Solutions bv – Purmerend and Enschede**

- Managing Business Unit, direct 4 FTE total department 15 FTE
- Product management: SAAS, web-service and platform
- Initiating, maintaining communication with strategic partners
- Setting up dashboard, planning, leading towards targets
- Product owner scrum team, leading internet projects

Particulars

Because of the distance between locations and the differences between employees (gender, specializations and socio-cultural backgrounds) I have, as the only Business Unit Manager operating from Purmerend, took upon me the role of bridge builder between different cultures. This is why I have lead automation projects, picked up improvement trajectories and I founded the TSi Academy to share knowledge and experience. I also used to be the sparring partner of the CEO in a strategic sense.

MANAGER FIELD- & DESKRESEARCH

Apr 2006 – Nov 2010 **TSi Solutions bv – Purmerend en Enschede**

- Responsable for entire process, research - publication
- Optimize processes
- Managing 6 areamanagers, total department 35 FTE
- Setting up annual plan, including budget and staff
- Supporting sales account managers

Particulars

Toeristiek has been approached by the branch organization ANVR whether they could research the sustainability in holiday destinations. For this project, I have created a financial analysis, consulted intensively and started the project successfully after 1.5 years. Mid 2009 a large reorganization was implemented, with minimal loss of productivity.

QUADIENT

Quadient (formerly Neopost) constantly seeks to rely on the latest technologies to offer companies the best solutions in the market of document management and customer communication. Quadient is the historical market leader of mail processing in Europe. Today the solutions of Quadient satisfies the needs of personalization of documents and the demands of omnichannel communication. It is the partner for the management of customer communication for companies.

INFORMATION

References

Jurgen van Hamme
VP BPA FRA/BNL
Paul Frenk
Sales Director Netherlands
Thanassis Thomopoulos
Marketing Director

Contact details can be requested.

TSi Solutions

TSi Solutions (new name Qenner) is the market leader in the field of internet technologies and the automation of work processes for the travel industry. TSi Solutions doesn't just offer a few technical products but is a leading figure with regards to content for travel industry.

INFORMATION

References

Carla van den Berg
General Manager
Anne Marten Naessens
Sales Manager

Contact details can be requested.