

Cor Groeneweg, MBA

Professional Summary

Executive Sales and Marketing Professional with extensive experience in international project management and capital equipment sales. Proven track record in dealing with customers on all levels. Expert presenter and negotiator, able to forge solid relationships with strategic partners and build consensus across multiple organizational levels. Core competencies and strengths include:

- Marketing, Sales, Business Development
- Capital Goods Sales
- Dual Citizenship (US, NL)
- Enterprise Risk Management
- Mergers, Acquisitions and Alliances
- Extensive International Sales, Marketing and Management Experience
- Multi-Lingual (seven languages)
- Multinational and Multicultural Experience
- Partnership Development
- Problem Identification and Solving
- Project Management and Financing
- Proposal and Contract Management Skills
- Relationship Management and Team Building
- Strategic Account Management
- Strategic Business Planning and Implementation
- Supply Chain and Distribution Management
- Lived in The Netherlands, Belgium, Germany, Malaysia, Indonesia, Curaçao, Venezuela, Mexico, United States

Professional Experience

Newman Sanitary Gasket, Lebanon, Ohio

September 2018 - Present

Director, Sales & Business Development (Pharmaceutical-, Food & Beverage Industry)

Global sales and business development, Sales to Distribution and End Users. Ongoing projects include building a website, establishing foreign offices. The company will take the next step in development. Year one sales growth +20%.

University of Dayton, Dayton, Ohio

August 2017 - Present

Adjunct Faculty Member: European Business, Emerging Markets

Curriculum includes Culture, Understanding Foreign Countries, Companies and Business Environment, International Trade Relationships etc. Teaching students through self-designed Business Cases, Assignments and Presentations.

N. Wasserstrom & Sons, Columbus, Ohio

2011 - November 2017

Director, International Sales (Restaurant and Retail Equipment)

Built an international infrastructure (Latin America, Middle East, Southeast Asia and Europe); Established joint venture partnerships and negotiated marketing and manufacturing agreements in Brazil, United Arab Emirates, Europe & Malaysia; Designed strategy, organized and led international sales division; Sustained sales growth of 400% over a 5 year period; Added and managed domestic accounts from January 2015 – November 2017; Averaged 10% sales growth year-over-year; Sustained revenue growth of 200% on a key national account (Arby's) during a two-year period

YSI Inc., Yellow Springs, Ohio

2008-2011

Director, Business Development (Scientific Instrumentation for Water- and Life Sciences Industry)

Was responsible for high impact growth initiatives, both organic (build) and inorganic (acquisitions); managed due diligence and integration processes for several acquisition candidates; Identified, evaluated and prioritized growth opportunities; Established offices in Brazil and India; Led enterprise risk management; Was responsible for customs compliance, in-sourcing and cost reduction projects; Directed market research (bio-fuels, dredging market, river and infrastructure, etc); Managed the company's trademarks; Led strategic contract negotiations

Finn Corporation, Fairfield, Ohio

2006

Consultant (Vice-President) – International Sales and Marketing (Erosion Control Equipment)

Was responsible for the evaluation, establishment, and management of worldwide distribution network; Established account management program for specific industries and large accounts; Formulated 5-year strategic sales and marketing plan; Increased worldwide sales from USD\$0.8M to over USD\$3M

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Philips Electronics, Eindhoven, The Netherlands 2002 - 2004

International Sales Director (Value Added Logistics Solutions)

Managed direct sales of spare parts to factories and machine building industry; Provided value-added services such as supply chain management, consignment stock, kitting, etc.; Served major customer groups including Philips Displays and Philips Medical Systems; Managed annual sales of USD\$18M; Reorganized and streamlined sales & marketing processes to increase organizational efficiencies; Developed and implemented account strategy resulting in sales growth of 40%; Was responsible for recovery of accounts receivable. (USD\$2.5M)

Meijsen Caribbean Nv, Curaçao, Netherlands Antilles 2000 - 2002

Managing Director

Managed Latin American sales and project implementation, with annual sales of USD\$5M; Directed the establishment of company presence in Curaçao, Netherlands Antilles; Achieved first-ever Latin American contracts for the company; Formed Joint Ventures with companies in the Dominican Republic and Panamá

NKF KABEL B.V., Delft, The Netherlands 1990 - 2000

Managing Director NKF Americas Inc. (Now Draka Comteq): Oversaw annual sales of USD\$15M and extended customer base in South America.

Export Director: Responsible for growing annual overseas sales from USD\$ 35M to USD\$50M; Directed regional offices in Indonesia, Malaysia, Abu Dhabi, Ghana and Zimbabwe

Resident Delegate: Responsible for sales offices in Indonesia, Malaysia, Abu Dhabi and Bangladesh; Landed sales of USD\$80M in Indonesia and USD\$10M in Abu Dhabi under highly competitive pressure; Initiated a consortium for the public tender of a Scada project in Bangladesh

Sales Manager: Was responsible For Persian Gulf Countries, Sri Lanka, and Bangladesh; Sold Major Projects to Sri Lanka Railways for fiber optic cable and signaling equipment

Proposal Manager: Prepared the largest offer ever made by NKF (USD\$400M); Was responsible for the Far East, Middle East, and Caribbean qualifications

Education & Training

MBA in International Management; 1989 • European University; Antwerp, Belgium

Bachelor Degree in Marketing; 1988 • Fontys Hogescholen Eindhoven, Netherlands

Thesis: Automated Shelf Space Management of Fast Moving Consumer Products

NCM Open: Management Development Training of NKF/Nokia

Master class: Michael Porter

NIMA C - Strategic Marketing Management; Post Graduate Course

Global Negotiations / Cultural Management

Export Transactions

Professional Associations

European-American Chamber of Commerce, Cincinnati - Chairman, Benelux Committee

Board Member, Miami Valley International Trade Association

ISPE: The International Society for Pharmaceutical Engineering- Cincinnati Chapter

ASME/BPE (Bio-Pharmaceutical Equipment): Active participant.