

## ***Maarten van Cleeff***

Co-founder of BIG (**B**usiness **I**crementum **G**roup)  
Expert Coach with the Geneva Partners Group,  
mainly involved with projects concerning:

- **Implementation of Business Processes**
- **Global Account management**
- **Selling & Negotiating Skills**

(**English – French – German – Italian – Dutch**)



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### **Professional &**

**Training Experience :** His professional career started in the transportation industry where he worked in various operational and management assignments. His focus has always been on the international scene and his jobs included securing of large contracts with key customers, project management, supply-chain management and general management.

After a period of 9 years in the transportation environment, he joined the consultancy industry in 1984 as an international sales and marketing executive for the Mercuri International Group. He developed into a senior management consultant with a strong focus on the international customers and became the International Sales & Marketing Director for the Mercuri Group.

In 1994 he co-founded MTSI International, a consultancy company specialised in supporting international and local companies with the implementation of commercial strategies and the development of key staff.

After selling his company he is again independent and concentrates on Management Development and coaching of companies and their key-individuals to implement the selected business processes. Currently he has set up a new partnership called BIG (Business Incrementum Group)

His educational and experience background allows him to work with many multi-national customers such as ABB, Alfa Laval, Chrysler, Tetra Pak, International, Munters, Van Leer Packaging, Vestas, Volvo Trucks Corporation etc. For those customers the assignments have been on all continents supporting the alignment of overall strategies with local market reality and related required leadership.

In the Middle East, several consultancy tasks were carried out for companies such as ABB, Volvo Trucks and Tetra Pak partly in local markets (Saudi Arabia, Lebanon) or on a regional base, often in Dubai. Consequently, he has been travelling extensively in all continents and has been working with local employees from a wide variety of countries.

He develops and carries out development programmes and coaching tasks to secure that international customer' strategies are transformed and linked to local market reality. The competence development programmes include topics on Business Planning, Leadership, Marketing and Sales and related skills areas such as presentation skills, negotiation skills etc.

His ability to quickly understand the customers' business positions and related strategies and adapt an adequate development approach to support and coach the implementation is highly appreciated by his clients.

**Maarten van Cleeff** lives in Switzerland and has a Dutch nationality.