

CV Ir B.J.W. van der Heijden

Name Bernard van der Heijden (B.J.W.)
Born Rotterdam, 28 May 1955
Marital status Married, two sons

Education

1967 - 1973 Gymnasium B, Stanislascollege Delft
1973 - 1980 Technical University Eindhoven (TU) Engineering degree in
Business administration. Main subjects organisational management
and Marketing.
1982 – 1983 NIMA C
1986 - 1988 SIOO, 2 year organisational management post-academical course (CMC) /
management of change

Experience

1979 – 1982 Delta Lloyd Insurance group. Marketing management and information.
Amsterdam
1982 - 1988 External Management Partners, marketing advice- and organisation
Bureau, Zeist. From project leader to vice-president.
1988 - 1993 Independent management consultant/interim-manager
1993 - 1997 Roto Smeets de Boer, Managing Director Nederlandse Diepdruk
Industrie, Deventer
1997 - 1999 Roto Smeets de Boer, Managing Director Roto Smeets, international sales
and marketing organisation, Amstelveen
1999 - 2003 Wegener, Director Wegener Grafische Groep, Apeldoorn
2003 - 2005 Wegener, Director/publisher 4 regional newspapers,
Utrecht/The Hague
2005 – now AD NieuwsMedia, Director/publisher AD, Rotterdam

Secondary activities

1983 Lecturer Open University, Marketing
1984 Lecturer ISW, Marketing
1983 - 1993 Lecturer SRM (Nima A, B, C and training for exams)
1989 - 1993 Lecturer SIOO, post academial (strategy, marketing of services)
1993 - 1997 Member board VNO/NCW Overijssel
1993 - 1997 Member supervisory board EPC, Deventer
2001 - 2003 Member general board VNO/NCW, The Hague
2007 - now Board member Nederlandse Dagblad Pers
2009 - now Board member IFRA, Frankfurt

Various publications

30 October 2009 : Register Marketer (title RM)

October 2009

Work experience, additional details.

Experience as marketing and organisation consultant and later as ad-interim manager in a wide range of businesses, such as insurance, direct marketing, the automotive industry, food, electro technical and chemical processing. For a long time thereafter I fulfilled a number of roles in different posts in the media, from lecturer in internal training programmes (strategy and marketing) to executive in charge of reorganisation and change. The way I work is generally characterised as focused on change and results, with the market as its base.

AD NieuwsMedia BV, Rotterdam. 4 years

Director/publisher of newspaper AD (Algemeen Dagblad). Reporting to an independent Supervisory Board, AD NieuwsMedia resulted from a merger between the PCM operating companies and Koninklijke Wegener. This was the biggest press merger in Dutch history, accomplished under extreme time pressure and in complex circumstances involving two competing shareholders and multiple editorial offices and works councils.

The merger between the Algemeen Dagblad newspaper and seven regional titles gave rise to an entirely new editorial concept, marking a first, successful step on the multimedia road (www.ad.nl). Repositioning on both consumer and B2B markets. Introduction of the Holland's first sports daily paper (2008). ADNieuwsMedia was sold to the Persgroep in 2009.

Koninklijke Wegener.

Director/publisher of newspapers *Utrechts Nieuwsblad* and *Haagsche Courant*. *Utrecht* and *The Hague*. 2 years. Integration of two newspaper publishers within Wegener. Set up morning newspapers version of the *Utrechts Nieuwsblad*. E-paper development. Developed publishing concept for readers in Holland's urban coastal conurbation. Launch project aborted and included in the AD merger process.

Director Wegener Grafische Groep. Apeldoorn. 4 years

Responsible for eight daily newspaper printing plants, servicing both internal and external customers. Capacity rationalisation. Responsible for sales, marketing and operational use of free capacity (inter alia). New transfer pricing system introduced and implemented. Responsible for integration of VNU daily news press plants.

Roto Smeets, Amstelveen. 2.5 years

Managing Director of Roto Smeets De Boer's international sales and marketing organisation. Branches throughout Europe. Repositioning and reorganisation of commercial function in RSDB in context of European consolidation.

Roto Smeets de Boer, Deventer. 4 years

Managing Director of Nederlandse Diepdruk Industrie (printing titles including *Libelle*, *Margriet*, *Veronica* listings magazine, etc). Responsible for expanding production site. Repositioning printing plant from facilitator (VNU's in-house printer) to independent printer with two product-market combinations (Retail and International magazines). Internationalisation of order package. Won numerous ERA (European Rotogravure) Awards.

VNU 2 years

Smeets Offset Den Bosch. Transformation into magazine printer. Resolving damage from major fire, re-investment according to new Business Plan. Final responsibility.

Koninklijke Smeets Offset, Weert. 2 years. Preparing subsidiary Smeets Display to be independent. Sale to international bidder, alongside daily management. Final responsibility.

Dutch Philips Businesses, Eindhoven. 2 years Project leader cultural change, preparing to go independent, setting up commercial function. Senior Project Leader.

DSM, Geleen. 3 years. Preparing to make central maintenance services independent. From executive service to commercial service company. Senior project leader, part of MT.

Medianet (VNU). Examination and development of franchise formula for magazine distribution and service sales. Senior project leader.

Plus a variety of other assignments.