

# Resume

## Personal Information

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**Address** Landfortallee 3, 6921 JS Duiven  
**Date of birth** March 18, 1972  
**Place of birth** Winterswijk  
**Driver's license** A, B, C en E  
**Gender** Male  
**Nationality** Dutch  
**Civil status** Living togheter  
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## About me

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As a commercially driven leader and team player with excellent social and communication skills, I utilize my experience to connect and inspire teams and stakeholders. My extensive experience and analytical skills enable me to quickly gain insight into both governance and operational processes, allowing me to recognize opportunities and develop valuable strategies. I am pragmatic and rational, without losing sight of the human aspect. I have a strong affinity for safety, technology, and sustainability and bring extensive international experience from trade, retail, non-profit, process, and manufacturing industries.

## Professional Experience

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**Jun 2023 - Present**

**General Manager / Sales Director NL**

**Allimex Group, Deventer**

Allimex Group is a Belgian family-owned business that develops, produces, sources, and distributes industrial plastic and metal solutions for a wide range of sectors, including mounting materials for PV installations.

Achievements include developing and implementing pricing policies, resulting in significant margin improvements and enhanced reporting; optimizing inventory and logistics processes, reducing costs and greatly improving delivery reliability; and improving customer satisfaction through the implementation of a ticketing system while securing a key account and building a strong relationship with the company.

Additionally, I hold P&L responsibility (€90 million) for sales, internal sales, own and external distribution locations, logistics, purchasing, after-sales, technical support, and customer service.

**2017 - 2023**

**Sales Director**

**Axxor Group, Zwolle**

Axxor, a family-owned company, is a global (multi-site) producer and market leader in innovative technical honeycomb solutions and expanding machines for the automotive, packaging, furniture, door, and construction industries.

I developed a sales and marketing strategy based on Total Cost of Ownership (TCO), Continuous Improvement, and product & process innovation, resulting in ongoing optimal control of costs and margins, entry into new markets, increased sustainability, and strengthened relationships with stakeholders and key accounts. I was responsible for key accounts, including IKEA (Global), prominent automotive OEMs, and leaders in the door and packaging industries.

Additionally, I oversaw global sales (excluding North America) with revenue of €189 million and a direct team of 23 FTEs.

**2014 - 2017**

**Interim Executive**

**Prominent & Swiss Sense**

International expansion of the Swiss Sense retail formula (a family-owned business) into the German and Belgian markets, development of the Persona brand, and creation of box springs that earned the 'Best Tested' and 'Best Buy' ratings from the consumer association.

Repositioning, reorganization, and process optimization at Prominent.

**2007 - 2013**

**General Manager**

**DBC int. (onderdeel Beter Bed Holding), Uden**

DBC International, as part of the publicly listed Beter Bed Holding, is responsible for the development and international management of private label brands.

In this role, a vision and strategy were developed and implemented, positioning the M Line private label as one of the leading sleep solutions for both the consumer market and professional sectors (such as healthcare and hospitality). This success was driven by product innovation, distinctive logistics and aftersales processes, and the "Sleep Well, Move Better" marketing campaign, which established connections with top athletes and physical therapists.

I held P&L responsibility for €77 million and managed a team of 37 FTEs.

**2005 - 2007**

**Business Unit Manager**

**Innovam Group, Nieuwegein**

Innovam is the knowledge and training institute for the mobility sector, closely associated with the Ministry of Education, BOVAG, and RAI.

During this period, a new business unit was developed focused on the practical skills of vocational students, resulting in the Automotive Academy concept, which consists of innovative educational training businesses for two-wheelers, cars, and trucks. This is a regional collaboration between the ROC and the regional automotive sector, which I implemented across 17 locations.

I held P&L responsibility for €7.9 million and managed a team of 21 FTEs.

**2004**

**Commercial Manager**

**Computertraining & Consultancy, Nieuwegein**

## Education

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2008 - 2011	<b>MASTER BUSINESS ADMINISTRATION (MBA)</b> NCOI Business school, Eindhoven
2021	<b>MASTERCLASS PROCESSMANAGEMENT</b> Business school, Nyenrode, Amsterdam
2019	<b>MASTERCLASS CHANGEMANAGEMENT</b> Business school, Nyenrode, Breukelen
2009 - 2012	<b>MASTER NEUROLINGUISTISCH PROGRAMMEREN (NLP)</b> Kenneth & Krijger Development, Nieuw-Vennep
2007 - 2008	<b>BACHELOR OF BUSINESS ADMINISTRATION (BBA)</b> NCOI Business school, Eindhoven
2007	<b>INNOVATION STRATEGY</b> De Baak, Driebergen
2006	<b>INNOVATION MANAGEMENT</b> De Baak, Driebergen
2004 - 2005	<b>INFANTRY OFFICER LAND FORCES</b> Royal Military Academy (KMA), Breda
2003 - 2004	<b>BACHELOR OF EDUCATION (BEd)</b> Hogeschool Arnhem & Nijmegen, Nijmegen
1994 - 1996	<b>INFANTRY NON-COMMISSIONED OFFICER LAND FORCES</b> Royal Military School (KMS), Weert

## Courses and Training

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2023	Lean Six Sigma Green belt, Alison Institute
2021	Executive leadership coaching & development, Being Leadership.
2021	Executive coaching door Sjir Hanssen. SjHaConsulting.
2020	Lean Six Sigma Yellow belt, Alison Institute
2007	Innovation management, de Baak Automotive management, IVA Driebergen
2006	Innovation Strategy, de Baak Sales management, Kenneth Smit Training
2004	Understanding Information Systems, CT&C
2004	Prince 2 Foundation projectmanagement, MCS

## Languages

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- Dutch: Fluent in speech and writing
- English: Fluent in speech and writing
- German: Very good in speech and writing

## Additional Activities

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2005 - Present

### **Project Officer for National Tasks**

#### **Ministry of Defence, Schaarsbergen**

As Project Officer for national tasks, I advise local authorities on counter-terrorism (TIN) in the Netherlands. In this role, I provide support in both preparation and crisis situations, coordinating the deployment of military units. Additionally, I organize multidisciplinary exercises in cooperation with local governments, safety regions, and the national police, including the "Samen Sterk" exercises in Amsterdam and The Hague.

## Other

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Together with my partner, Frederique, I am the proud parent of our blended family of four children (ages 18-23). In our free time, we enjoy sports, motorcycling, and traveling. I am also regularly found at the hockey fields of Westerduiven, where I served on the board for several years.