

## PROFILE

A senior executive with regional and global responsibilities for Quality Assurance, Product Development & Innovation, Supply Chain Improvements, Sustainability & ESG, Efficiency & Change Management and Digital Transformation. Acts as a KAM and advisory for clients and institutions providing for continuous process improvement, sustainable technological innovations, supply chain compliance for complex scenarios in geopolitical sensitive scenarios. Delivering paradigm-shifting, industry-leading solutions based on value-added interactions with C-suite and board representatives. Solutions and services for supply chain improvement and ESG based on innovative Risk Management methods for Brand Protection. A life-long learner wishing to add his experience, degrees/designations and corporate governance research to sustainability-focused businesses seeking Asian expertise to add to their board positions.

## KEY STRATEGIC SKILLS

**Sustainability & ESG** - Managed a global competence centre holding all global accreditations and approvals for agricultural, horticultural, floricultural, organic produce, feed, and carbon-offset verification schemes. Coordinated with the Japanese agricultural department to obtain approval for issuing their organic JAS label in under six months. Managed the “first movers” on Carbon Offset Verification, Emission Trading Scheme (ETS), and Clean Development Mechanism resulting in 40M CHF business globally.

**Digital Transformation** - Implemented a mobile reporting system increasing utilization of auditors by 20%, reducing support staff by 50%. Led development of a KM and KAM system. Member of development team for global ERP implementation and assigned as Global Business Leader for implementation into 80% of Turnover generating countries. Key member of team redefining customer interfacing IT platforms for testing, inspection reporting and data mining.

**Change management** - Member of Executive Management Team restructuring organisation with 1600FTE. Key member of Global Renewal Team related to ERP implementation (60000FTE). Member of core team designing new processes leading to 200M CHF cost reduction (5 years) through ERP system for order-to-invoice. Assigned to EU team for restructuring Asia-Ops/EU sales performance. Restructured organization in China and South-Korea, merging organizations in South Korea, closing JV in China for legal reasons, and closing legal entity in Japan (performance).

**Innovation & Product Development** - Developed and implemented global market assessment and KAM procedure after a trial period in the EU, realizing 10% turnover growth. Conducted pilot testing of Knowledge Management and Key Account Management systems. Managed a multimillion-dollar new turnover stream for toy testing due to US regulatory changes; Successfully prepared new products for markets, based on forecasts of future turnover opportunities for REACH, CPSC, and EU toy directive. Used mobile reporting as a tool with a strong competitive advantage for winning various contracts (>2.5M€) to assess thousands of primary food producers.

## BOARD MEMBERSHIPS

**Advisory Board Member IASE Hong Kong/Asia** **2022 – Present**

Supporting the International Association for Sustainable Economy with strategic direction and introductions to become a regional Asia hub for ESG talent development.

**Non-Executive Director and Founder EQOLOGIC** **2021 – Present**

Developing an ESG advisory firm focussing on Western companies entering or active in China, supporting them with purpose-driven compliance adhering to Chinese Characteristics.

## CAREER SUMMARY

**Clean Energy Associates LLC**

**General Manager China**

**Global Director, ESG & Traceability**

**July 2022 – Present**

**June 2021 – Present**

Development, delivery, and client interactions for ESG service content and methodology. Primary contact for multilateral/bilateral financial institutions and energy transition projects. Responsible for Shanghai and Changzhou offices (70FTE). Revenue growth from \$250,000 to \$3.5 million in 6 months.

**Consultancy Foria (HK) Ltd 2014 – Present**  
 Responsible for business plans, fundraising, HR, corporate governance, marketing, incubator applications, and business development. Consultancy for TIC market ; SME's, government, expert groups. Led multiple projects focusing on agribusiness, food, sustainability, environment, and social compliance.

**CEO of Regional Holding TÜV Asia Pacific Ltd 2010 – 2014**  
 Managed 12 business units in Far East countries (ED/NED). Built business performance and market share penetration into regional markets. Instigated change management initiatives for legal compliance in China and business improvement in Japan and Korea. REV growth from 5-25%,

**Director Technical Services Bureau Veritas CPS Hong Kong 2009 - 2010**  
 Spearheaded operational delivery improvement in Asia based on regulatory changes and client demand in Europe. Responsible for €9 million budget for European-Asian technical services support. Headed new service delivery concepts for Supply Chain Improvement and Knowledge Management.

**EARLY CAREER:**

**Bureau Veritas CPS HK Ltd**

Director NSD 2007 - 2009  
 Manager Auditing, Project Management & IT 2005 - 2007

**SGS**

Business Unit Manager Consumer Products/Certification Department 2004 - 2005  
 BOSS Business Implementation Manager 2002 - 2004  
 Global Food and Product Certification coordinator 2000 - 2004  
 Division Manager Consumer Products/Certification 1994 - 2002

**TRAINING**

DCROI	Qualified Risk Director Program (QRD®)	Q4 - 2024
EFFAS	Candidate-Certified ESG Analyst (CESGA)	Jun-2024
Competent Boards	ESG Designation Program (GCB.D)	2023
International Sustainable Business	ISB® Level 1 Advisor & 2 Specialist	2022
Hong Kong Institute of Directors	Certificate in Sustainability Leadership	2022
Financial Times	Non-Executive Director Diploma	2021
The NLP Connection	Certified NLP Practitioner	2018
Hong Kong Institute of Directors	Diploma in Company Direction	2017
Hong Kong Productivity Council	Certified Six Sigma Black Belt	2007

**EDUCATION**

Candidate - Doctorate in Business Administration	SBS	est. 2025
Master of Applied Business Research	SBS	2021
MSc Agronomy	Wageningen Agricultural University	1992
BSc Agricultural Sciences	Aeres University of Applied Sciences	1990

**INTERESTS/OTHER**

Member/Past President & Board member Rotary Club of Hong Kong South 2011 – Present

**Languages:** Dutch, English, Intermediate German and basic Mandarin