

## PROFILE

Senior executive who has held regional and global responsibilities for Quality Assurance, Product Development & Innovation, Supply Chain Improvements, Sustainability & ESG, Efficiency & Change Management and Digital Transformation. Delivered continuous process improvement, sustainable technological innovations, supply chain compliance for complex scenarios in geopolitical sensitive scenarios - paradigm-shifting, industry-leading solutions based on value-added interactions with C-suite and board representatives and innovative Risk Management methods for Brand Protection.

Life-long learner, passionate about helping sustainability-focused businesses navigate strategic growth, risk, and governance challenges. As a Westerner with Asian expertise, I want to support organizations in embedding ESG principles into their governance frameworks, to bridge the gap between compliance and long-term value creation in this evolving regulatory landscape. Now seeking to deploy my experience and learning to add value in board positions.

## KEY STRATEGIC SKILLS

**Sustainability & ESG** – Developed and Implemented ESG suite of services for geopolitical sensitive and complex renewable energy supply chains. 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 – Date**

The International Association for Sustainable Economy (IASE) is a UK-based ESG & Sustainability training provider for Practitioners, Financial Specialists and Board Members. Strategic direction and introductions to establish a regional Asia hub for ESG talent development.

### **Director and Co-Founder EQOLOGIC**

**2024 – Date**

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

## BOARD TRAINING

Advisory Board Centre	Certified Chair™ Executive Program	2025
DCROI	Qualified Risk Director (QRD®) Designation	2025
DCROI	Qualified Risk Director (QRD®) Diploma	2024
EFFAS	Certified ESG Analyst (CESGA®) (4.0 & 4.1)	2024
Competent Boards	Sustainability & ESG Designation (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
Hong Kong Institute of Directors	Diploma in Company Direction	2017

## CAREER SUMMARY

### ESG Advisory/Strategic Consulting EQOLOGIC® 2021 – Date

Active in China for over 20 years, in corporate finance, project finance, legal and regulatory issues, compliance and other related areas. EQOLOGIC adds unique expertise in corporate governance, sustainability projects and the field of testing, inspection, and certification (TIC).

### Consultancy **Foria (HK) Ltd** 2014 – Date

Business plans, fundraising, HR, corporate governance, marketing, incubator applications, and business development. Consultancy for TIC market ; SME's, government, expert groups. Led multiple agribusiness, food, sustainability, environment, and social compliance projects.

### Clean Energy Associates LLC

#### General Manager China 2022 – 2024

#### Global Director, ESG & Traceability 2021 – 2024

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 \$250K to \$3.5M in 6 months.

### 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 & Korea. Revenue growth 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. €9 million budget for European-Asian technical services support. Headed new service delivery for Supply Chain Improvement & Knowledge Management.

## EARLY CAREER:

### **Bureau Veritas CPS HK Ltd**

Director New Service Development (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

## EDUCATION TRAINING & INTERESTS

CSR Institute	CSR Fundamentals	2024
The NLP Connection	Certified NLP Practitioner	2018
Hong Kong Productivity Council	Certified Six Sigma Black Belt	2007
Candidate - Doctorate in Business Administration (DBA)	SBS	est. 2027
Master of Applied Business Research (MABR)	SBS	2021
MSc Agronomy	Wageningen Agricultural University	1992
BSc Agricultural Sciences	Aeres University of Applied Sciences	1990

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

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