

Fact sheet *mark reinhoudt*



Mission statement

As innovative (e-)business developer,
I work not only for my employer, but for its clients as well.
I speak the language my employer's clients understand.
A language based on simple, clear, compelling targets.
The client is an entrepreneur. So that's how I think.
My communication stands out for maximum return on investment.
It's how I create awareness and get sales granted by my employer's past, present and future clients.

Summary

Talented, seasoned and experienced innovative (e-)business development professional with record of sound results in creating awareness and boosting sales in today's most dynamic and fast changing digital media, telecommunications and technology driven products & services (so-called TIME companies) and leisure sports & outdoor apparel producers and distributors.

Proven success in developing international consultative (e-)business development and generating millions in sales. Over fifteen years broad based responsibilities covering all aspects of local, regional, national and international business development, marketing and memorable, effective communications.

Profile/Skills

- consultative (e-)business developer and marketer
- Proficient with customer acquisition channels online (internet, social media, email, affinity) as well 'brick-and-mortar' traditional ones (direct marketing, events, sales promotion, loyalty etc.)
- Product & services evangelist (focus on software and TIME related activities)
- motivator, inspirator, dedicated, relentless enthusiasm, executer, go getter, #2

Achievements (amongst others not limited to)

- International sales & marketing direction for open source software development company;
- Sponsorship, participation and marketing strategy and coordination for Internet Society;
- Co producer future vision plan 2010 for broadcasting company;
- Sales improvement and evangelism for multiple ICT (related) companies;
- Marketing and business development for VoiP startup;
- Sales support and development portfolio companies of angel investment company;
- Project management small business e-management tool;
- Day to day running of woven garment factory;
- Founder of Europe's first e-mail marketing loyalty program;
- Marketing services and communication for large data communication cable network;
- Mobile communication services development;
- Co-initiator and producer of business plan for sports television channel;
- Membership sales and marketing development for pay-television channel;
- Account management sales promotion campaign for airline

Work ethos

- **opportunity**; I have an unstoppable aptitude for spotting and seizing opportunities
- **leadership**; I am compelled to be in charge, and act as natural and very capable leader in my field and amongst my competitors
- **innovative**; I have a history of innovation, and the entrepreneurial spirit has been with me since I can remember
- **adaptation**; I am quick to adapt to almost any situation thrown at me. I have an ability to think on my feet, and "just go for it"

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- **drive**; I naturally have a strong drive and determination to see my idea succeed/reach my goals set
- **passion**; I have a passion and enthusiasm for what I do, I am the personification of the product I represent
- **unfailing pragmatism**; I act as my own best check and balance system. I dare to take calculated risks, but never gamble
- **setback equals opportunity**; I see setbacks not as failure, but as opportunity to learn and grow

Work attitude

- **customer focussed**: provide excellent service to clients, make decisions with the customer in mind and looks for better ways to meet and exceed customer expectations;
- **relationship building**: build and maintain effective relationships by using rapport building, establishing credibility and building trust;
- **organized**: have good processes to manage workload, deal effectively with multiple activities, set effective processes to meet demands;
- **flexibility and adaptability**: learn quickly when facing new problems, Be receptive to new ideas, change work processes or priorities to achieve outcomes & analyses successes and failures for clues to improvement;
- **team player**: create good morale, share wins and loses, have good working relationships with team, help out when needed, develop trust;
- **communication**: good communications skills in one on one situations, meetings and presenting to teams. Communicate points in a concise manner and at the appropriate level for the situation;
- **go get them attitude**: eager to learn and build business initiatives. Ready to build a market share/position and keep moving up.

Guiding principles

- I am human... and that means I am entitled to have fun and joy in life too
- I cannot do it independent of others... I am not the wisest of us all
- My ideas can come from anywhere any time
- My ideas need time and space to blossom
- I approach everything as if it is my own
- The best research is subjective, creative, informs and inspires
- Be honest
- More with less
- I only know challenges – no problems
- Don't mistake comfort for good work
- When I write down an idea I ask myself...is it 'wonder' - ful? Does it move you/your customers? Does it make you/your customers curious? Is it a simple idea? Is it culturally authentic?
- I trust my gut feeling
- I dare to take chances
- Create demand and the product/service sells itself
- I do not need to be rich, just enough to live on and something for a rainy day
- No excuses

But wait, that's not all. . .

All jokes aside, if you want more information, any questions or just eager to get in touch, call me at one of the phone numbers stated at the bottom. Alternatively hook up via the virtual world using [skype](#), [twitter](#) or 'old fashioned' [e-mail](#).

More, more, more...

more... formal full resume go to [my personal page](#) on linkedin.com;
 more... other for all other things '[google me](#)'.
 more... fact for a while I had one of the longest commutes to work in the world. This C-level [magazine](#) wrote about it.



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