

CURRICULUM VITAE



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About Maarten Boot and Spotters Hill

25 years of experience in sales and 20 years sales management and -coaching roles at board level. Specialized introducing new business models, acquisition and existing business development in a national- and international environment. I participate in the account management process and enjoy being involved in the deal closing process where I can add value in building strong genuine relationships with the business partner or customer at C-level. Well over 300 “warm” relationships with business partners and customers. Founded Spotters Hill in September 2012 and create value propositions, tools and programs to help customers create their sales strategy and implement practical, usable structure. Furthermore participate in various companies as member of the board of advice

Experience translated into value

- Wide variety of sales experience in B2C, B2B, E-business, retail, (in)direct sales and wholesale
- I help entrepreneurs create sales plans by challenging goals and aspirations using the “GROW” model
- I practically help customers unlock opportunities for new distribution models (direct, indirect or hybrid)
- Identify- and develop commercial skills for service and support employees

This is how I lead

- Create a strong bases to ensure a sustainable and motivated team result
- Coach with inspiration, humility, integrity and respect
- Embrace ‘change’ as an opportunity to make a difference
- Introduce creative thinking to make people thrive and prosper

Stay fit

- Play tennis and field hockey for fun in combination with team competition
- Challenge myself playing golf and keep track of results to improve my handicap. Enjoy the company of friends and business relations
- Enjoy biking (ATB) in rough territory as well as cover long distances

My passion

- Quality time with Family and friends in balance with time for myself
- Enjoy watching my two sons in sports and help as team coach whenever needed
- Italian way of life inspires me to enjoy the beautiful things symbolized by design, family life and rich culture.
- Within MHC Alliance I participate in the ‘sponsor’ committee specialized in acquisition of new partners.



2014 – 2015

Business Development Manager a.i.

Part 1) Validation of the distribution strategy for SMB market. Purpose of the assignment is lower cost, increase coverage and productivity. Based on the outcome the new distribution strategy program has been instated to create a go-to-market strategy.

Part 2) Implementation of the new go-to-market strategy . Guiding the business partners in the process by means of creating an individual business plan together with a calculation model and P&L analysis resulting in a solid cash flow prognoses. At the same time supporting the Ricoh organization in setting up and transforming internal processes and procedures and coach the supporting departments. Resulting in alignment and thrive for realization of mutual goals and create a solid account management organization supporting Ricoh as well as the business partner.

Assignments and achievements

- Create a calculation model to project the impact of a new distribution model and plan for the future
- Review, redesign and implement present and desired processes and procedures
- Fulfill requirements for new distribution method
- Achievement: new distribution model implemented as per 1st April 2015

2013

Business Development Manager a.i.



Assigned to introduce the intelligent thermostat controller Toon® in the retail by means of creating a sustainable long-term business plan enabling Eneco to grow the customer base, increase turnover, margin and profit.

Assignments and achievements

- Establish new and sustainable relationships in the retail
- Design, develop and implement a retail formula
- Secure a long-term stable organization
- Achievement: “Toon®” selling strategy also sold “stand-alone” now to speed up adoption level.

2008 – 2012

Sales Director Large Enterprise (2009 – 2012)



Managing all customers with the size of 500 employees or more using a hybrid distribution model (Direct touch and partners). Account managers work directly with end-users as well as Large Corporate Resellers. Total size of my team was 36 sales people and managed 3 sales managers directly and 1 project manager. Part of the Dutch site leadership team.

Assignments and achievements

- Responsible for a sales budget and P&L of \$155 Million at 29% gross margin
- Sales transformation leading to account management structure
- Design and Implement a new sales organization and a direct- and indirect sales account management process
- Achievement: significant growth in new segments and satisfied customers

Sales Manager Channel Account Management (2008 – 2009)

Managing channel business and implement an indirect sales strategy leading a sales team of 11 account managers.

Assignments and achievements

- On-board new value added resellers
- Create resell contracts, terms & conditions
- Sales- and account management and an Individual development plan for employees
- Achievements: Strong growth and build long term trust with resellers resulting in revenue growth

2005 - 2008



Sales Director

Managed the Direct- and indirect sales model cooperating with all Electronics stores (Media Markt, BCC, Expert), DIY shops (Gamma, Karwei), luxury stores (Bijenkorf) and specialty stores (RAF), wholesale, satellite specialty stores, retail chains (Media Markt, BCC, Expert, and buying groups), B2B dealers. Extensive experience working with sales promotions, Shop-in-shop, consumer marketing.

Assignments and achievements

- Grow the customer base with at least 100.000
- Implement dealer segmentation and a dealer sales program
- Create and execute sales promotions and shop-in-shop concepts
- Achievements: HW sales by Canal Digitaal as results in revenue - and margin growth

2004 - 2005



Interim Account Director

Main task was to introduce selling skills by means of proactive account management and hunt for new business.

Assignments and achievements

- Implement a sales- and account management strategy
- Sales transformations (proactive sales management)
- Transform a product oriented organization to sales- and marketing organization.
- Achievements: Slavenburg recognized as innovator introducing sales management process

2000 - 2004



National Manager Business Point (2000 – 2002)

Leading the entire business unit Business Point. Responsible for 130 employees (sales, marketing, HR, back office and service engineers), 28 offices, 4 area sales managers and a service manager.

Assignments and achievements

- Business planning (P&L)
- Sales transformation (data oriented solutions)
- Restructuring shop operations and merged numerous offices and Setup a separate service organization
- Achievements: Integrated account management lead to efficient an effective sales (from pull to push)

Sales Manager Indirect Channel (2002 – 2004)

Leading the business unit Indirect Business dealers and Independent Telecom chains

Assignments and achievements

- Start up an IT reseller team for sales of data products selling data products
- Develop and implement a new dealer commission and Introduced account management process
- Achievements: nr 1 position in the market indirect sales 2003/2004

1989 - 2000



Assignments and achievements

- Responsible for marketing of Production Color sales budget
- Managing the start-up of an indirect sales channel
- Creation and executing the product launch- and sales plan

Various sales and sales- and sales management roles (1989 - 2000)

- In general various sales roles starting with Junior sales, account manager, team manager and Key accounts

Education (graduated)

1988 - 1989	Officer National Army
1983 - 1987	HEAO, HES Amsterdam, graduated in commercial economics, psychology, purchasing, marketing, market research, English, Dutch..
1980 - 1983	MEAO Haarlem, graduated in commercial economics.
1976 - 1980	MAVO in Bloemendaal.

Additional education (graduated)

1997-1999	Business strategy course MBA by the University of Groningen
1997-1998	Coaching for commitment (coach & commitment)
2001-2002	Strategic selling (Kenneth Smit)
1999-2000	Professional marketing management (de Baak)
2012-2013	Solution based coaching and management

languages

Languages	in conversation	in writing
Dutch & English	excellent	excellent
French & German	sufficient	sufficient