

# Curriculum Vitae Evert Boersma

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FAMILY NAME:	<b>Boersma</b>
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DATE OF BIRTH / PLACE:	7 <sup>th</sup> of August 1965 / The Hague
NATIONALITY:	Netherlands

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EDUCATION:	Training "Taking action and profiling yourself" 2009 Training Positive Power and Influence taken in 2005 Training Presentation taken in 2004 Trade Marketing B certificate taken in 2004 (post bachelor) <b>Bachelor Degree in Sales Management certificate in 2003</b> <b>Bachelor Degree in Marketing Management cert. in 2002</b> Marketing ISBW-A certificate taken in 1989 <b>MBO Food retail Entrepreneur certificate in 1987</b> Course department manager taken in 1988 Driving license B/E
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LANGUAGES:	Dutch	native language
	English	fluent
	German	very good
	Russian	reasonable
	French	reasonable

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COMPETENCIES:	Team player, independent, customer empathy, flexible, decisive, stress-proof, communication skills, organizing and realizing, entrepreneurship, initiative, international, training
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EXPERIENCE:	July 1 <sup>st</sup> 2017 till present day <b>Commercial Director</b> Skol Brewery LTD (SBL)
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## ***Responsibilities:***

- Fully responsible for the Sales and Distribution and Trade Marketing of SBL products
- In charge of 500,000 hl of Skol beers portfolio
- Changing distributor behaviour and setting KPI's according to Perfect Distributor Dashboard
- Implementing BTL activities with own SBL team, improving availability with distributor teams
- Re-structuring the SBL sales team into a more professional way of working
- Leading and motivating the team of Field Managers, Sales Administration Manager and Trade Marketing Manager, and a total of 30 indirect reports

## ***Achievements:***

- Growth in volume of 40% in 2017 and 10% 2018 (capacity restrictions) and 28% in 2019
- Multiple milestones in 2019, reaching 500,000hl per year and reaching a number of monthly records
- Structure and systems introduced on planning and reporting for Distributors
- Implementation of commercial plan for the Field Managers and Distributors
- Palletisation and logistics project to improve the pick-up of product by Distributors
- Implementation of Direct Store Delivery plans for Distributors
- Acquiring of bank guarantees to cover credit line per distributor

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September 1<sup>st</sup> 2014 till July 1<sup>st</sup> 2017

## **Area Sales Director MEA**

Power Horse FZ LLC Dubai

### **Responsibilities:**

- Fully responsible for the Sales of Power Horse Energy drinks in Africa and Middle East
- In charge of 80 Million cans of energy drinks sold in MEA, turnover around 30 Million Euro
- Achieving distribution and volume targets
- Implementing BTL activities with team and distributors
- Re-structuring the sales team into a more professional way of working
- Leading and motivating the team of Regional Sales Manager in the MEA Area

### **Achievements:**

- Structure and systems introduced on planning and reporting
  - Implementation of commercial plan for the Regional Sales Managers and Distributors to come to a aligned plan for the next years
  - Growth of 4% compared to last year in difficult and declining markets
  - Implementation of new pricing plan in African countries
  - Introduction of new SKU's in different markets
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November 1st 2013 till September 1<sup>st</sup> 2014

## **MANAGER BEVERAGES DIVISION**

Yamra Trade JLT, Dubai

### **Responsibilities:**

- Fully responsible of the Marketing and Sales of all the beverages sold by Yamra trade JLT in Africa, including OTOP energy drinks, different beer brands and different spirit brands
- Setting up the organisation of the newly formed beverages division
- Achieving distribution and volume targets
- Brand building activities in different African countries
- Executing ATL and BTL activities and sourcing of POS materials and ATL artwork
- Support 3rd party distributors with Sales Tools and distribution advice
- Leading the team of Country managers Beverages and manager 3<sup>rd</sup> party distributors

### **Achievements:**

- New organisation implemented
  - Structure and systems introduced on planning and reporting
  - Training of sales teams in own organisation and with 3<sup>rd</sup> party distributors
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May 1<sup>st</sup> 2013 till November 1st 2013

## **SALES AND MARKETING MANAGER OTOP ENERGY DRINK**

Yamra Trade JLT, Dubai

### **Responsibilities:**

- Fully responsible of the Marketing and Sales of OTOP energy drinks in Africa.
- Achieving distribution and volume targets.
- Supporting the brand with ATL and BTL activities.
- Support 3rd party distributors with Sales Tools

### **Achievements:**

- Introduction of OTOP Energy Drink in 9 countries in Africa within 6 months of launch
  - Making the Strategic Marketing plan for the OTOP brand and production of all POS materials
  - Implementation of the strategic plan into all 9 countries
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July 1<sup>st</sup> 2012 till May 1<sup>st</sup> 2013

## **SABBATICAL**

10 months of travel to some favourite places

- Turkey, Oman, UAE, Malaysia, Singapore, Bali, Australia, England, Netherlands

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July 15<sup>th</sup> 2010 till July 1<sup>st</sup> 2012

## **COUNTRY MANAGER OMAN**

Sirocco FSZO, Joint Venture between Heineken and Emirates

### **Responsibilities:**

- Preparation of annual Business plans, translating these into operational plans and executing these plans within the allocated budget
- Achieving volume, distribution, in-market execution profitability and market share targets
- Identification and follow up on business development activities using the Sirocco portfolio
- Support the distributors' sales force with training, sales tools and trade marketing concepts.

### **Achievements:**

- Volume growth in 2011 from minus 21% in January to plus 5% end of year versus 2010
- Increase in number of Heineken Extra Cold selling outlets by 150%
- Organisation of Budweiser Lager Lessons for 50 Customer's staff and 50 Consumers
- Training of 5 Key account managers on selling skills and 20 retail staff on merchandising skills

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September 1, 2007 till July 15<sup>th</sup> 2010

## **SALES EXECUTION PROJECT MANAGER**

Heineken International, Region Africa Middle East

### **Responsibilities:**

- Consulting 14 Operational Companies(OpCo's) on Sales and Distribution and Trade Marketing
- Develop / improve Trade Marketing function in OpCo's and development of Sales Support tools in Tunisia, Algeria, Egypt, Nigeria, DR Congo, Rep Congo, Burundi, Rwanda, Lebanon
- Development and execution of AME Sales Academy in these AME countries

### **Achievements:**

- Development of the Sales Execution Model that helps OpCo's to develop their Sales Teams.
- Upgraded the AME Sales Academy to an interactive training tool, written the module Essential Customer Understanding
- Conducted training to more than 400 sales staff in the 14 OpCo's
- Translating Channel Strategy into actionable plans in 9 OpCo's
- Created a proper Sales Kit for the Sales Representatives (Sales Support Tool) in 5 OpCo's.

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February 15, 2006 till September 1, 2007

## **CATEGORY DEVELOPMENT MANAGER**

Heineken Breweries Netherlands

### **Responsibilities:**

- Strategic planning of the activation of the category beer within several Horeca channels
- Preparation and execution of the Operational Market Plan of the Specialty beers portfolio and of introduction of new products in the on-premise channels
- Creation and implementation of sales improving concepts for the customer, based on provided business intelligence
- Implementation of the Trade Marketing programs by Sales

### **Achievements:**

- Created concepts for the channels Sport and Beach, growing the channels by 10% in volume
- Created and implemented Trade marketing concept for Affligem beer, growing the brand by 25% in 2006

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September 15, 2003 till, February 15, 2006

## **TRADE MARKETEER**

Heineken Breweries Netherlands

### **Responsibilities:**

- Communication between the Trade Marketing department and the Sales and Marketing departments for the on-premise market
- Implementation of Trade Marketing programs and tools created by Category Development and developing P.O.S materials
- Executing B-to-B communication like organising trade fairs (horecava), production of broadsheets, channel information folders, channel information films and “Bierblad”, the monthly sponsored magazine of Heineken Breweries.

### **Achievements:**

- Introduction of Trade Marketing as a discipline into Sales
- Production of different POS materials to support the Trade Marketing programs and gain substantial growth
- Changing “Bierblad” into a on-premise sales supporting magazine to drive revenue for customers

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September 1, 1999 till September 15, 2003

## **SALES REPRESENTATIVE**

Heineken Breweries Netherlands

### **Responsibilities:**

- Acquisition of new or rival outlets
- Realisation of the highest possible sales of the total product package, including liquors, soft drinks and wines
- Debt collection and control.
- Providing loans to customers
- Training students of the Hotel school in The Hague on how to make a business plan

### **Achievements:**

- Substantial, double digit growth in the 2 area's I have worked in
- Decrease in amount and days outstanding debts to acceptable levels
- Increase of market share by 10% in the area.

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From 1984 till September 1<sup>st</sup>, 1999

## **DIFFERENT ROLES**

**Nuts Health Insurance: Manager accounts receivable** (temporarily)

**First Federation Moscow (Heineken importer): Sales and operations manager**

**H.W.K. b.v.: Sales representative** for this wholesaler in sweets and candy, 4years

**Olympia Job Agency:** Coming back from Australia, while applying for my next job, 4 months

**Working Holiday Australia:** S&G advertising Adelaide; direct sales, 1 year

**Albert Heijn retailer: Department manager, Salesman III, II, I**, 7 years

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References on request