



## Profile

I am a creative thinker, with an engineering background and extensive marketing experience.

Sustainability, innovation and energy transition are areas of my interest.

Explaining technical subjects to non-engineers is one of my skills. Also, I am a good networker and presenter, I am results-driven and an enthusiastic team player.

## Contact



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# Maaike van Heeren-Vriesendorp

## Working experience

### NTCP - National Test Center for Circular Plastics (Heerenveen)

The NTCP was established at the end of 2019 to stimulate circular reuse of plastics. It is a research centre with a test line for sorting and washing plastic streams from household waste.

#### • Marketing & Business Development

Jan'20 - Mar'20

During this temporary job I made the website and marketing materials, prepared for the opening event, initiated an education program for primary schools on circular plastics, made presentations for prospects, raised grants and gave interviews.

### The Imagineers - interactive platforms with 3D visualisations (Sneek)

The Imagineers make changes in the living environment understandable for residents and other stakeholders. For instance wind- and solar parks, new highways and residential areas. The online platforms show 3D visualisations with the current and future situation to give stakeholders realistic understanding of the plans, and consult the opinion of stakeholders online.

#### • Senior marketer

Feb'17 - Dec'19

I was responsible for marketing and communication: concept development and strategy, cooperation agreements with third parties, initiation of customer contact, publications on social media and the company websites, and organization of fairs. Special focus on the business model and international roll-out of Windplanner: online software to view the visual impact of windmills and solar parks from all angles.

### Paques - biological treatment of waste water and gas (Balk)

Paques develops and delivers plants for biological treatment of waste water and gas, to purify the streams and to recover resources. Their Biopaq plants, for example, convert organic pollutants into biogas. They help industries and sewage treatment plants to reduce their water- and CO<sub>2</sub> footprint.

#### • Team member marketing & communication

Nov'15 - Dec'16

Development of marketing strategies. I prepared the roll-out of a product innovation, organized trade fairs, expanded the website with multiple languages, made promotional films, interviews and publications.

#### • Head of the proposal team

Jan'14 - Nov'15

The proposal team processes customer requests into compelling quotations. I managed the team and was responsible for the relationship management of the global distributor network.

#### • Proposal team member

Jun'11 - Jan'14

I was responsible for requests for quotations from customers from the Netherlands, Russia and Eastern Europe (process design, cost calculations, quotations, warranty conditions and delivery conditions). And I was the account manager for our distributors in this region.

#### • Marketeer

Jun'08 - Jun'11

Examples of my projects include the introduction of a new water purification system, a market approach to a new market segment (bio-ethanol), customer satisfaction research and the development of the new corporate identity.

## Skills

Concept development  
(Copy)writing  
Brainstorm facilitation  
Content management  
(Wordpress and more)  
Desktop publishing  
(Illustrator,Photoshop,  
Indesign,Inkscape,Gimp)  
Client satisfaction research

## Habits

Enthusiasm  
Creative thinking  
Team player  
Active listening  
Result-driven  
Organisational talent

## Languages

Dutch: native  
English: very good  
French: good  
German: fair

## Sport/hobby

Sailing, stand up paddling,  
painting, interior design

## Other

Volunteer at the local  
agricultural food initiative ('20 -  
now)

Volunteer at the platform for  
sustainable energy ('19 - now)

Volunteer at the local Theatre  
( '16 - '20)

### CreatiVita - self-employed (Reeuwijk)

#### • Artistic projects

Oct'03 - Dec'09

I was project leader and artistic coach of creative painting projects, for e.g. the Red Cross, ING Bank, KPN and Compass Group, among others.

#### • Interim projects

Oct'01-Oct'03

Marketing related projects at e.g. Kluwer and Global Connection.

### Douwe Egberts Coffee Systems - coffee machines (Utrecht)

#### • Marketing project leader

Sep'00 - Oct'01

I set up the marketing plan for a new modular coffee machine for the out-of-home market; qualitative and quantitative market research, selection design agency, communication with launching customers.

### Douwe Egberts - coffee, tea, food (Utrecht)

#### • Innovation manager

Sep'97 - Sep'00

Stimulation and coordination of the innovation strategy of the coffee and tea division. I facilitated brainstorm sessions, made trend reports, coordinated and prioritised innovation projects with the marketing directors of the European operating companies.

### Procter & Gamble - household products (Brussels)

#### • Technical brand manager

Jun'95 - Sep'97

Linking pin between marketing, market research and R&D. I was responsible for the product innovation of laundry detergents in Africa. I set up quantitative and qualitative research, and translated the outcome of research into concepts and commercial claims.

#### • Process engineer

Nov'94 - Jun'95

I was responsible for process improvements in the liquid laundry detergent factories in Europe.

## Education and courses

GMI*Designschool	DTP professional	2016 - 2017
Fenedex	Export course	2012
RU Groningen	Market-driven innovation	2009
Gordon	Effective communication	2004
CSA	Basic en Advanced Selfawareness	2003
Douwe Egberts	Marketing program	1998 -1999
Douwe Egberts	Presentation skills	1998
COCD	Facilitation of brainstorm sessions	1997 -1998
COCD	Creative thinking	1998
Procter & Gamble	Building consumer understanding	1997
Procter & Gamble	Concept development	1996
Procter & Gamble	Talking to consumers	1995
TU Delft	Chemical Engineering	1988 - 1994
Lorentz Lyceum	Gymnasium B	1981 - 1987