

JASPER VAN DORRESTEIN

Business development, project management, marketing & sales, public and private sector. International self-driven networker and multilingual B2G/G2B specialist, performing optimally in international environments.



PROFESSIONAL EXPERIENCE

- March 2012- 2016: **Netherlands Business Support Office (NBSO), Barcelona: Director**
Promoting trade (export and FDI) between Spain and the Netherlands. Initiated the lunch format La Mesa Naranja and launched publicity/Holland promotion campaigns 'Kansen in de crisis, business in Barcelona', 'The Orange Elevator Pitch' (www.elevateyourbusiness.nl) and 'Orange Horizons' (www.orangehorizons.nl) Further: www.holanda.es , www.nbso.nl
- Jan 2015- end 2015: **Startup Bootcamp, Barcelona: Internet of Things: mentor, coach**
- Nov '07- Jan 2012: **Royal Netherlands Embassy, Brussels: Senior Trade Officer**
*Duties: report on import/export matters between Belgium and the Netherlands. Initiated the much acclaimed Holland trade promotion projects "Dutch Design Days in Belgium", "Benelux Architecture 2010" and "Orange Bike Days".
Founder of an extended, coherent and respected business network,
Dutch Network Brussels (www.dutchnetwork.be)*
- March '05- Nov '07: **Dutch Chamber of Commerce in Sweden: Founder**
Founded the Dutch Chamber, an organisation with 8 branche offices in Sweden and the Netherlands, manned by 22 volunteers. Formed a board, wrote business plan, conceived positioning-, marketing-, membership-, activity- and communication strategy, organised inauguration. (www.dutchchamber.se)
- Jan '04- Nov '07: **Royal Netherlands Embassy, Stockholm: Trade Officer**
Processing trade requests, report on import/export matters between Sweden and the Netherlands. Initiated Holland trade promotion projects such as the "Dutch Delight Week in Göteborg". Restructured the embassy's website and contact database.. (www.nlemb.se)
- Aug. '01 –March '03: **Telia Speech Division, Stockholm: B2B International Sales Manager**
Played a key role in the roll-out of speech technology products to OEM's in Germany, Switzerland and Austria. The product portfolio consisted of high-tech Text-To-Speech (TTS) and Automatic Speech Recognition (ASR) software. (www.acapela-group.com)
- April '00 – June '01: **Nordiska Satellitaktiebolaget AB (NSAB), Stockholm: Project Manager/VP Marketing & Sales** for the start up daughter company Upstage Performance AB. Co-ordinated founding of a provider of multicasting services (satellite-driven communication solutions). Responsible for the sales- and marketing strategies and office management. (www.nsab.se)
- May '99-Nov. '99: **European Commission, Brussels (Belgium): Project Manager ("European Director") for Le Jeune Entrepreneur Européen**
In charge of organising "The European Awards for the Spirit of Enterprise", competition for SME's in the 15 EU Member States, launched by the European Commission. Contacts with governments, private sponsors, press and SME organisations on national and European level. Recruitment, training and leading a team of five Country Managers, Communication Manager and trainees. (http://ec.europa.eu/enterprise/enterprise_policy)
- Nov.'96- Jan. '99: **Bandag Tyre Solutions Inc, Brussels (Belgium): Manager Communications EMEA**
Global tyre replacement company with European HQ in Brussels, GHQ in Iowa, USA. EMEA responsible for all external and internal communication. In charge of product- and project launches, development DM- and advertising campaigns, press relations, Chief Editor for the global newsletter. Introduced ROI measurement methods, redesigned selection criteria and

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flowcharted the process of corporate events in Europe and Asia.
(www.bandag.com)



EDUCATION & COURSES

- '04 **E&M Exportmanagement, the Hague, Netherlands:**
Trade- and Investment Promotion
Crash course for Netherlands Embassy Trade Officers.
Subjects: Export Management, tools and collaborating organizations.
(www.exportmanagement.nl)
- '98 **Management Centre Europe (MCE), Brussels, Belgium:**
Management Course for the Newly Appointed Manager
Subjects: Planning & organising, time management, finance, communication, team building, staff motivation. (www.mce.be)
- '97- '98: **School for Communication & Advertising Management, Brussels, Belgium:**
Subjects: Media planning & -strategies, communication techniques, market research, marketing, international co-ordination, promotion, advertising creativity, Direct Mail, brand building, distribution management, multimedia.
- '95- '96: **Europa College, Amsterdam, Netherlands:**
European Project Management *Subjects: Corporate communication, marketing, macro economics, statistics, corporate finance, management, media, law, European studies, corporate language proficiency Dutch, French, English.*
- '89- '92: **Uppsala University, Sweden:**
Advanced Swedish (www.uiss.org, www.uu.se)
- '89- '90: **Escuela de Traductores, Granada, Spain:**
Spanish (<http://www.ugr.es/>)
- '87: **Institute for Social Sciences, Leiden, Netherlands:**
Public Relations and P.R. Management
Subjects: PR and Communication, corporate identity, housestyle, audiovisuals, verbal & written communication, printing and distribution, events, advertising, press relations, public presentations, PR management, internal communication.
- '85- '86: **Dutch Institute for Tourism and Leisure Studies, Breda, Netherlands:**
Management, economics, psychology, sociology, leisure studies, statistics, PR, corporate communication skills in Dutch, French, Spanish, German. (www.nhtv.nl)
- '84: **Rijks University Utrecht, Netherlands:**
English Language & literature (www.uu.nl)
- '78- '84: **Eemland College Zuid, Amersfoort, Netherlands:**
Gymnasium (VWO)
Economics, English, French, German, Dutch, Geography, History, Sports.

SPECIFICS

- Professionally communicating and negotiating in the following languages:
English, Dutch, French, Spanish, Swedish, German and Swiss-German
- Copywriting-, layout- and illustrator's skills
- Driver's licence A, B
- Country of origin: the Netherlands. Date of birth: April 18th, 1966
- Marital status: Unmarried, 2 children
- Interests: family & socializing, sports (skiing, running, cycling), travel