

# Curriculum Vitae



# Meike Weverink

## Personal Details

Name Meike Willemien Weverink  
Born May 26, 1964, Aden (Yemen)  
Home Married, 2 children  
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## Summary

- All-round, experienced marketer with a broad, international and commercial background in consumer marketing
- Passion for sharp, clear concepts that add true value for consumers and to business results
- Open, enthusiastic and pleasantly result-driven, with a strong drive for solutions
- Team-builder with a talent to connect and motivate people

## Work Experience

### **Jan 2005 – now**

April 10 – Nov 10

Jan 10 – Oct 10

Oct 09 – Nov 09

Sept 08 – March 09

March 08 – July 08

Sept 07 – July 08

April 07 – Aug 07

Dec 06 – April 07

June 06 – Oct 06

Oct 05 – May 06

Feb 05 – July 05

### **Weverink Marketing Projects BV - interim marketing projects**

Schiphol Group – “Privium”:

Marketing plan 10-11, consult on brand & proposition.

ANWB – Marketing Competence Center “Roadside Assistance”:

Reconstruction of portfolio through “co-creative” process.

Bird’s Eye – IGLQ, with Commercial Advantage consultants:

Turn-around project for result improvement, revised marketing plan 2010.

ING Retail:

Sr Product Management Savings, projects for new customer processes.

KLM Business Innovation:

Internal & external communication project around customer orientation.

Schiphol Group, Business Area Consumers:

Several projects for commercial areas at the airport: strategy, promotions, communication and new concept launches.

Mini Sabbatical: traveling through USA/Canada!

Philips Domestic Appliances & Personal Care:

Sr consumer marketing manager, new Product Development for global ‘male grooming’ introductions

Sara Lee/DE:

Project manager Pickwick, projects for NPD, introductions and promotions (Netherlands)

Smilde Bakery:

Marketing manager, branding/innovation strategy + marketing/product operations.

Sara Lee/HBC:

Senior brand manager Zwitsal, strategy, introductions (NPD) and international coordination for line “Zwitsal Kids”.

**Sept 2002 –**

**Oct 2004**

### **Philips Domestic Appliances & Personal Care (Amersfoort, NL)**

Marketing Director ‘Garment Care’ (global)

- Responsible for profit, sales & marketing strategy and action for line of ‘garment care’ business, Philips worldwide
  - Co-responsible together with product management for development of long term product innovation, development and portfolio management
  - Communication strategy, plans and action together with Marcom Manager
  - Alliance management for promotions and new products
- Direct reports 3 global marketing managers; reporting to Business Manager Garment Care.

**Jan-Sept 2002**

**AFS Netherlands (Amsterdam, NL)**

Managing Director

Responsible for Dutch office: exchange programs, finance, administration and communication, plus international coordination. 7 employees, 300 volunteers. Reporting to Board of Directors.

*AFS is the oldest 'not for profit' worldwide organization for student exchanges. The foundation "AFS Nederland" is part of a formal network organization (53 countries), with a head office in New York.*

**2001**

**'Baby Sabbatical'**

**1995 - 2001**

\* 1999 – 2001

**Bols Royal Distilleries.**

Regional Director North – South America, Bols International (New York).

- Responsible for the profit & strategy of our brands and products in the countries
  - Projects for new business development, new distribution/production opportunities
- Direct reports: 1 Regional Director (New York), 1 area manager (Argentina), 1 product manager (Brazil), plus commercial part of the factory in Curaçao.  
Reporting to the General Manager Bols International. Management Team member.

\* 1998 - 1999

Regional Manager West & Southern Europe, Bols International (Zoetermeer, NL)

- Responsible for the profit & strategy of our brands and products in the countries
- Management of progressive growth plans Pisang Ambon France
- Project 'Change Management' 1998/1999 icw General Manager.

Direct reports: 1 area manager, 1 product manager (Portugal).

Reporting to Regional Director Europe. '99-'00 Management Team member.

\* 1995 – 1998

Area Manager Southern Europe, Bols International (Nieuw-Venep, NL)

- Responsible for profit & strategy; marketing, communication and sales of our brands and products in the countries.
- Responsible for the 'agency brands' – third party brands for which Bols handled Duty Free sales. New strategy formulated and executed.

Reporting to Regional Manager Europe.

**1991 – 1995**

**'Van den Bergh Foods', Unilever (Rotterdam, NL).**

Product/brand management (brands Croma, Bona, Becel).

- Responsible for P&L of the product lines/promotions/introductions
- Proposing and implementing several (re)launches, promotions and ("above the line") communication plans.
- Several projects for concept-, product- and packaging development.

Reporting to Marketing Manager.

Education

1989 – 1990

University of Massachusetts

Research Assistantship, department of Linguistics, Amherst, Massachusetts - USA

1983 – 1990

University of Utrecht.

Master's in Dutch Language & Literature, Specialized in Theoretical Linguistics.

1982 – 1983

Olean High School

Rotary Exchange Student, Olean, NY, USA.

1976 - 1982

"Het Baarnsch Lyceum"

Hogeschool "VWO", Baarn, Netherlands

Languages

Dutch:

Native speaker

English, French:

Fluent

German, Spanish:

Moderate

Other relevant education/courses

2009 Twijnstra-Gudde: “YIMP” , Leadership for Interim Managers, (Netherlands)  
2008-2009 Digital Communication Course & updates (Werfselect, Netherlands)  
1998/1999 IMD ‘Program for Executive Development’ (Lausanne, Switzerland, 2x5 weeks)  
nov 1996 Insead “Store Wars – the battle between mind and shelf space” (Insead, France, 1 week).  
dec 1995 “ Harvard Negotiation “ (Frits Philips Jr, Netherlands, 1 week).  
1991 – 1994 Unilever Commercial Training  
1991 Marketing “ NIMA B” certificate.

Other relevant activities

2007 – now Member of the Board, Foundation "Children’s Trust Fund” – Lisse, NL  
Jan 2005 – 2007 Member of the Board, Foundation Day Care Centre "SKOL" - Lisse, NL  
1984 – 1989 Student Assistant - department of Linguistics (University of Utrecht).  
1986 – 1987 Member of the Board (secretary & external affairs) Student Association ‘Veritas’, Utrecht.

Free time

Traveling - Outdoor sports (tennis/biking/running) - Cooking & eating (out) - Music, salsa dancing, reading