

## Resume of Peter Paul van Kempen

Address:  
Herengracht 254 H  
1016 BV Amsterdam  
The Netherlands

Date of birth: 05-13-1966  
Phone: +31 20 33 097 99  
Fax: +31 20 33 097 27  
e-mail: peter@vankempenconsultancy.com

### Education

- 1993 *Marketing Researcher*, Dutch Society Marketing Research, Amsterdam, The Netherlands.  
1990-1991 *Master of Environmental Management*, University of Amsterdam, University of Leiden, University of Wageningen, VU University, The Netherlands.  
1985-1990 *Master of Psychology*, Major in Organisational Psychology, University of Utrecht, The Netherlands.

### Experience

- 1998-2007 *Van Kempen Consultancy*, Amsterdam, The Netherlands  
Founded a Marketing and Management Consultancy and carried out more than 100 projects:
- Marketing research: Qualitative and Quantitative, ranging from in-depth expert interviewing, online panels with doctors to consumer telephone interviewing.
  - Marketing strategies: The translation of insights, data and ideas into strategy, communication plan and means.
  - Management consult: corporate strategy, sessions to explore and identify new routes for success, consult on organisational development.
  - Examples of clients: National Doctors Association, Johnson & Johnson Medical, H & C Health Promotion, Ministry of Health, Welfare and Sport, Ministry of Economic Affairs, SenterNovem.
- 1995-1998 *Ergo, marketing consultancy*, Amsterdam, The Netherlands  
*Senior consultant*  
Acquired and implemented research and consultancy projects:
- Researched the decision behaviour and information need of professional target groups in the field of waste management and developed communication strategies aimed at behavioural change.
  - Developed communication strategies (pull and push) aimed at enlarging the market penetration of several products and services. Researched possibilities for market introduction for new products.
  - Researched the corporate image of three large hospitals and consulted on communication strategies to doctors and patients.
- 1994-1995 *SME Communication Management*, Utrecht, The Netherlands  
*Project Manager/Consultant*  
Set up, organised and implemented marketing, research, and consultancy projects:
- Analyzed and reported market information for the strategic business plan of SME.
  - Developed a communication and marketing strategy to stimulate environmental management in Dutch advertising business.
  - Organised, coached and reported an international workshop for high officials and experts of the Russian Federation and The Netherlands resulting in an environmental communication strategy.
  - Developed an environmental communication plan for the Council of a city (Arnhem).
- 1992-1994 *Motivaction Amsterdam B.V., Research based Consultancy*, Amsterdam, The Netherlands  
*Project Manager*  
Conducted and reported research projects, managed accounts and acquired new business:
- Developed and implemented marketing plan for the environmental business unit of Motivaction.
  - Developed a communication plan aimed at the diffusion of innovations in the field of waste collection.
  - Developed and implemented a monitoring system to measure quantitative and qualitative trends in business packaging waste: yearly large scale national research.
  - Managed a committee, in which four ministries and four national institutions were represented, aimed at the diffusion of results achieved in environmental projects.
- 1985-1992 Student counsellor, member of the board of the department Planning, Organisation and Policy, Utrecht State University, sailing instructor, camp counsellor

### Additional Information

Dutch and English: fluent. German, French: fair. Enjoy sailing, waterpolo, photography, arts, design.