

JOOST WEIMAR

CURRICULUM VITAE

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Analytical, driven, eager to learn and disciplined with a master in Financial Management. As a manager with a major responsibility for the furniture factory GoodWood Interiors in Indonesia, I developed organizational and leadership skills. My career goal is to grow towards a management role in a well-respected company, that allows me to take responsibility for operations management and strategic decision making.

WORKING EXPERIENCE

- **PT. Goodwood Interiors (Indonesia)** Factory Manager 2016 - current
Ad interim Operation Manager 2015 – 2016

Annual sales: 1 – 1,5 million USD
Activity: Teak furniture & 3D wall panel manufacturer - 100 employees

Setting

- Hired to run a furniture factory of my godfather. Unfortunately, he passed away a few days before my arrival.
- No knowledge transfers on business processes, a major language barrier and zero experience in the furniture industry.
- Financially distressed company, no cost break-downs or financial analyses.
- Major quality issues and claims with recurring customers.
- Conflicts of interest within the supply chain.

Contribution

- Standardized and improved production process to increase efficiency and minimize risks for claims.
- Continuous improvement on quality of products and product development.
- Developed automated databases in Microsoft excel for cost break-down analyses and financial control.
- Developed a new website, rebuilt and professionalized the booth for the yearly Jakarta Furniture show.
- Successfully developed and implement in-house production for a new product: 3D Wood wall panels.

Results

- Accomplish a turnaround. Regained trust of existing customers and tripled our recurring customer base.
- Managed to get the company financially sustainable, paid off all debts and increased profitability.
- Increased annual sales with 30% in 2016 and 2017.
- Decreased quality issues from 7% to 1,6% between 2015 and 2018.
- Very successfully developed wood wall panel production with an expected revenue of USD 500.000, - in 2018. Improved lead times from 4 months to 2 weeks per container of wall panels.

➤ **PepsiCo** Commercial Finance internship 2014 – 2015

Activity: Multinational company of food, snacks & beverages

Contribution & Results

- Responsible for developing and analyzing different price promotion strategies in the Dutch FMCG market for the brands Lays, Quaker and Duyvis. Analyzing executed promotions and advised the account managers on future pricing and promotion strategy to maximize revenue and sales volume.
- Master Thesis: Analyses on the effectiveness of various price promotion strategies. Presented my conclusions to all account managers at Pepsico.

EDUCATION

Master of Science in Financial Management (*Grade 7 / 10*) 2014 - 2015
Nyenrode Business University, Netherlands
Thesis subject: Effectiveness of Price Promotions

Bachelor International Business Administration (*Grade 7 / 10*) 2009 - 2012
VU University Amsterdam, Netherlands
Major: Strategy

International Baccalaureate (*Grade 5 / 7*) 2003 - 2009
International School Hilversum, Netherlands
Minor: Business & Economics

EXTRA CURRICULAR ACTIVITIES

Organizer MSc Study Trip 2014
Responsible for organizing a two-week study trip to South-Africa for 43 MSc students of Nyenrode Business University (budget: EUR 60.000). Arranging several company visits, an alumni dinner, a voluntary work activity, a lecture at Stellenbosch University and several cultural activities.

Gap Year South-East Asia 2013
Travelling for 7 months in between my Bachelor and Master's degree. Main activities:
- Climbing Mount Everest Basecamp (5.535 meter);
- Successfully accomplished my PADI rescue diver diploma;
- Voluntary work Raleigh International Borneo (10 weeks). Living under basic circumstances, we installed a 3,5 KM new water supply system in a small village that was dependent on rainwater. In addition to a 2 week trekking trip in the jungle, we helped building a bridge in primary rainforest to improve accessibility for researchers.

SKILLS Microsoft Office Excel (professional), Wooden Furniture

LANGUAGES Dutch (native), English (fluent), Indonesian (intermediate)

INTERESTS Sport (tennis, golf, skiing) and travelling