

# Laurens Kemerink

Export Sales Manager

## Personal Info

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### Date of birth

1973-07-29

### LinkedIn

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## Languages

### Dutch



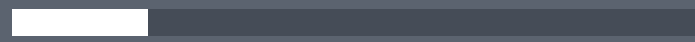
### English



### German



### Bahasa Malayu



## Skills

Project Management

Budget Management

Change Management

Problem Solving

Leadership & People Management

## EXPORT SALES MANAGER WITH OVER 10 YEARS OF ASIAN MARKET EXPERIENCE.

Goal-oriented and result-driven Export, Sales and Marketing professional with progressive leadership, marketing and export experiences and manufacturing processes in different industries. Catalyst for change with a solid record of increasing operation performance, implementing sales strategies and setting up new operations in the SEA Region.

## Experience

2016-01 - present

### Export Area Sales Manager Asian region

*Royal Boon Edam B.V. , Boon Edam Global Export B.V., Edam, the Netherlands / Shah Alam, Malaysia*

Working for the Boon Edam Global Export BV subsidiary responsible for the international business in the Asian Region. Developing, implementing and executing commercial plans to achieve agreed budget and growth targets. Responsible for the distributor / dealer management in the region.

- Developed, implemented and executed sales development plans and export sales activities.
- Realised objectives within plans, planning and costs budgets.
- Set up and implemented the tactical and operational export plan.
- Monitored and reported on trends and changes in laws and legislations.
- Planned and implemented hands on export strategy and activities
- Monitored, recorded, analysed and reported on activities, trends, results and recommendations.
- Acquired and developed customers relationships and business partnerships and promoted our brand in the region.
- Coached and supported the distributor / dealer network.
- Provided quotations and followed up on quotations.
- Ordered processing together with the inside sales team in Edam, the Netherlands.
- Audited and supervised policies and occurrences about safety (VCA), Quality (ISO), Arbo (Health & Welfare) and environment.

2013-03 - 2015-10

### Marketing & Sales Director

*N.T.S. Computers Sdn Bhd, Kuala Lumpur, Malaysia*

Set up the Asian regional office, assembly factory and warehouse. Directed all export, local sales and marketing departments.

- Developed and implemented strategic marketing plan.
- Build company image by collaborating with customers, universities and suppliers.
- Followed market trends, observed and analyzed them and implemented in the tactical marketing plan.
- Hired and guided sales, technical and administration staff.
- Set up and managed distribution partners and dealers.
- Set up and coordinated procurement and assembling line.
- Set up a database for stock and product prices.
- Sourced and purchased of products within the SEA region.
- Improved professional and technical knowledge by attending educational workshops, reviewing professional publications, establishing personal networks.

2010-03 - 2013-01

### Marketing & Sales Manager

*Jeeves of Belgravia, Kuala Lumpur – Malaysia / Singapore*

Set up the Singapore factory and retail shops. Responsible for planning, coordination and controlling the marketing, manufacturing and factory processes.

- Increased service level by establishing and enforcing organization and factory standards.
- Recruited, trained and coached factory, retail and administration staff.
- Developed factory efficiency plan to increase the turnover.
- Implemented strategic marketing to increase brand awareness and turnover in Malaysia and Singapore.
- Increased turnover with 28% for both countries during the second year.
- Organized fashion and trade shows.
- Continued and improved relationships with suppliers

2004-05 -  
2010-01

### **Export Sales and Procurement Manager**

*APP Timber Sdn Bhd, Shah Alam, Malaysia*

Being the right hand of the MD we achieved to grow the company from a small to mid-size company. Support the Asian country and sales managers. In charge of sourcing and purchasing for all raw materials.

- In charge of sourcing and purchasing raw materials like: sawn timber, veneers, finger joint products, laminated products.
- In charge of the procurement department.
- Build out and maintained suppliers relationships.
- Responsible for certificate programs like FSC-COC, AHEC, etc.
- Identified and developed new market and product opportunities within Asia.
- Direct sales into the Sumatran market.

2003-09 -  
2004-03

### **Marketing and Facility Manager**

*Markant Office Furniture Sdn Bhd, Jenjarom, Malaysia*

Set up and manage the sales and facility departments. Marketing the whole product portfolio as well external business machines into the Asian market.

- Conducted market research with the focus on the customers, competitors and distribution channels.
- Organized and held new product presentations.
- Planned and scheduled installation projects
- Guided installers on site
- Developed marketing plan for the Malaysian market.
- Trained and supported sales department.
- Participated in clients/project site meetings

2000-09 -  
2003-05

### **Sales Manager**

*Merck Sharp & Dohme (MSD), Haarlem, the Netherlands*

Create fast product awareness for the new products / medicines (Maxalt and Singulair) and at the same time generate immediately sales and turnover.

- Visited customers on appointment or by cold visiting.
- Increased sales in 2nd year with 38% for both medicines.
- Increased sales in 3rd year with 42% over the 2nd year.
- Re-developed marketing plan based on market developments.
- Delivered product presentations.
- Maintained and build out good relationships with customers by visiting, calling and events participation regularly.

1998-05 -  
2000-08

### **Coordinator Manager**

*Koninklijke Nederlandse Jaarbeurs, Utrecht, the Netherlands*

In charge of improving visitors and exhibitors satisfactory executed in different kind of communications tools and activities.

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- Introduced and set up a new smart general entry system (SkiData 550 system).
- Analyzed, communicated of the marketing information generated from the entry system for marketing and sales purposes.
- Improved excellence relationships with exhibitors by communicate with them during visiting and email/phone.
- Responsible for the Trade Mart website.
- Improved and maintained relationships with the national and international media by attending seminars and presentations.

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## Education

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1994-08 - 1998-05	<b>Christelijke Hogeschool Leeuwarden - H.E.A.O., Bachelor degree Small Business</b>
1993-08 - 1994-05	<b>De Maere University Enschede - H.T.S. Textile Management</b>
1988-08 - 1993-08	<b>Geert Groote College - H.A.V.O. Higher General Secondary Education</b>

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## Courses

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**Congress and Event Management (CEM)**

**SkiData 550 parking system**

**Boon Edam speed gates**

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## Interests

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**Football coach for local children**

**Enjoy traveling, reading and practicing sports**

