

# Curriculum Vitae Johannes Cornelis van Nieuwkerk



## Key qualifications

**Management:** Leading people by enthusiasm; disciplined innovator with structured hands-on vision and ability to generate synergy in teams.

**Development:** Creating concepts, visions and strategies on future opportunities by bridging content, market positioning and technology.

**Pioneering:** Getting things to work from scratch without knowing in advance which problems there will be encountered on the way.

**Culture:** Understanding cultural differences via self-developed tools.

**Network:** Loyal member of an extensive worldwide business network.

## 2015–date, Concept & Strategy Development – Project Initiation & Promotion

Self-employed.

- Refival.org project initiative: Refugee Integration via Internet Based Revitalization of Rural Europe – Developed and initiated Refival, a business development strategy for social inclusion of refugees.

## 2008–date, Interim Management – International Business Development – Innovation Coaching

Self-employed.

- Interim management for Navayo Technologies, manufacturer of Internet security hard- and software – Held responsibility for the general management of 25 people at 8 locations in 6 countries. – Held responsibility for the market positioning and launch of Secfone, the world's first encrypted Android mobile phone. – Created a new R&D unit in Macedonia. – Started cooperation for the MENA region with GFB in Bahrain. – Initiated a joint-venture regarding secure smart-grid products with Infrac Systems in the USA. – Participated in the CeBIT, GITEX and RSA trade-shows.
- International business development consulting and innovation coaching for various companies including: – RodCam (mobile video crane innovation, Germany and Hungary) – Modul Energy Ltd. (pyrolysis technology for the recycling of used car tires, The Netherlands and Bulgaria) – Zoltanlabs and Alloksys (life sciences, USA and The Netherlands) – Solarfarmcleaning (robotics, Hungary) – Q-Power Srl. (waste energy recovery projects, Romania) – Leatex Srl. (market research and strategy for textile waste recycling, Hungary and Romania).

## 1990–2007, Media Concept & Strategy Development – Project Implementation & Management

Self-employed.

- Invented, licensed and realized two implementations of a distance-selling and distance-learning collaboration tool named “Teleadvice” for the Centraal Beheer and Hannoversche Leben insurance groups. – The tool gave consumers direct “live” access to insurance consultants via a combination of telephone and RTL-Teletext – The projects received two national direct marketing awards in The Netherlands and in Germany.
- Invented, licensed and implemented an Interactive Television middleware platform for analog television named “TV-Windows” for the SBS Broadcasting group at TV2 in Hungary.
- Held media concept and strategy related consulting positions at VNU, Wegener and the “Gouden Gids (yellow pages)” publishers.

## 1988–1989, Cultural Communication Research – Development of a Theoretical Framework

Sabbatical period.

- Start of development of “Informationphilosophy”, an information science based framework and theory for improving cultural communication. One of its primary targets is, instead of focusing on finding common denominators, to increase the users' tolerance for intercultural communication mismatches by achieving a better understanding of the fundamental exchange mechanisms.

## 1979–1987, Computer Programming – Marketing – Information Science – Publishing

Employed by the Netherlands Organization for Applied Scientific research (TNO).

- Developed scientific analysis software programs in Fortran 77 on a DEC PDP-11/40 computer.
- Marketed TNO's intermediary online database search services to SME's in The Netherlands.
- Invented and built a collaboration tool named “Telesearch” – This tool gave R&D departments at companies remote access to online database services and information specialists.
- Participated in national policy development for online information as managing director of the Information Intermediary Bureau, a cooperation between Wolters-Samsom publishers and TNO.
- Published a Dutch edition of the international Information World Review newspaper together with Learned Information publishers in Oxford.

## Education and Language skills

- LL.B. (Kandidaats) in International Law, University of Utrecht, The Netherlands – Diploma C.E. in Marketing, (education level between B.A. and MBA) HEAO-Arnhem, The Netherlands.
- Language skills: Dutch (mother tongue) – English, German (full professional proficiency) – Hungarian, French (limited professional proficiency) – Spanish (elementary proficiency).