

Curriculum Vitae

Personal information:

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Date/place of birth: October 31, 1968, Eindhoven, The Netherlands

Education:

2013 SENS (LEAN) Achmea Academy Business School
2011 Social Media master classes
2004-2005 NIMA Marketing communication B
1999 NIMA Marketing A
1997 Commercial Training Mercuri International
1994 Training product- and process knowledge
1993-1994 Mercuri Goldmann Retail training
1993 Marketing training Store Account Management
1990-1992 Training Account Management
1989 Training Supermarket Account Manager
1987-1989 COL, Centraal Onderwijsinstituut voor de Levensmiddelenbranche,
Entrepreneur education in food retail
1985-1987 MDS, Middelbare Detailhandel School, at Economisch Lyceum
Eindhoven
1981-1985 MAVO

Employment/Work history:

Present Feel free to contact me for more information

Aug. 2015-July 2016 **Interim Marketing Communication Manager John West**, part of Thai Union

- Realising strategically marketing and communications plan
- Developing and realising shopper insights
- Selection and pitch new advertising agency
- New product development
- New business strategy

July 2007-June 2015 **Marketing Specialist Brand Management Achmea Health Insurance**

- Realising turnover and increase objectives formed in operational campaigns
- Budget management
- Campaign and project management by advising, developing, operational supervision and realisation
- Developing new insurance tender package
- Responsible for implementation and organisation tender process 2009
- Responsible for Social Media strategy

Jan. 2006-July 2007 **Manager Promotion and Sponsoring Walibi World Netherlands**, part of the French group Compagnie des Alpes

- Developing and executing marketing communication plan
- Start up and implementation joint promotions in different market sections
- Analysing and evaluation the results of joint promotions
- Optimal integration of the targets in to the promotional calendar
- Negotiate and register the cooperation format
- Maintaining contact with promotional partners

- Initiating, coordinating, realize and analysing 'single' promotions
 - Responsible for the management and communication plan of the database. Organisation, developing and creating direct marketing campaigns by email
 - Responsible for the management and communication plan of online ticketing
 - Recruiting sponsorships for the festivals and other services which offers the park
 - Responsible for initiating and maintain strategically partnerships with partners
 - Responsible for the licensing of the brand Walibi World and her characters
 - Member of the operational consultative team
 - Member of the 'Club van Elf' section marketing (cooperative team of several partners in tourism)
- May 2005-Dec. 2005 **Interim Marketer Yarden Insurance and Services (temporary job)**
- Responsible for developing and execution of the national and regional promotion plan 2005/2006 for the sales division, insurance agencies and the internal and external call centres
 - Developing and creating product documentation, direct marketing campaigns (national and regional), fairs and events for the following divisions; holding, insurance, services and association
 - Marketing responsible for the index project 2005/2006 (*Index means that the insurance conditions and contribution will be changed*)
 - Organising of sales training and developing sales documentation for the sales division
- Nov. 2004-April 2005 **Interim Marketing Assistant Melitta Netherlands (temporary job)**
Brands; Melitta coffee filters, Melitta coffee machines, Toppits, Swirl and Aclimat airconditioning.
- Responsible for developing and execution of the marketing communication plan including new media plan
 - Developing new Melitta brand advertising grid (campaign)
 - Responsible for market research, analyses and implementation
- May 2002-July 2004 **Promotion Manager OogMerk Marketing B.V.**
- Marketing responsible for the OogMerk Opticians in the Netherlands and Flanders (Belgium). Total of 150 stores
 - Determine the marketing strategy, developing the annual marketing plan, responsible for budget. Generating revenues by joint promotions with large fashion brands and take care of the division
 - Developing and execution of monthly B-to-C direct marketing campaigns (loyalty and acquisition)
 - Developing new ordering system for direct marketing activities and house style articles
 - Optimising logistic process of direct marketing mail and brochures (door to door)
 - Responsible for the use of the company logo, product management of private label products, ATL and BTL media campaigns, purchase of advertising, public relations, organisation and execution of events and marketing/sales meetings
- Aug. 1988-April 2002 **Several commercial positions within the organisation of CSM Food Division (now H.J. Heinz Company) under which;**
- Oct. 2001-April 2002 **Sales Promotion Manager (part of Marketing communication) Heinz Netherlands**
For the following FMCG brands; Venz, De Ruijter, Hak, Honig, Roosvicee, Karvan Cévitam, Heinz, John West, Brinta, John Moir, Saroma.
This position is also related to the details as mentioned below (Sales Promotion Manager at Koninklijke De Ruijter). Only with the extra addition of;
- Team leader Sales Promotion

- Responsible for the integration of Sales Promotion within the new Heinz organisation
- Responsible for all licensing activities and being the knowledge centre of licensing for the brands as mentioned on the Dutch market
- Responsible for the developing and implementation of a image pack shot databank which is used by Marketing and Sales

Nov. 2000-Oct. 2001

Sales Promotion Manager Koninklijke De Ruijter B.V.

Brands; Venz, De Ruijter, Roosvicee and Karvan Cévitam. In this position I was responsible as manager for two colleagues (Assistant Sales Promotion Managers)

- Integration of the promotional marketing communication plan in details and coordination by execution
- Maintaining relationships with advertising agencies (ATL and BTL). Responsible for briefings, coordination and secure the progress of it
- Maintaining relationships with promotional partners, f.e. publishers, movie companies, licensee companies, theme attraction parks
- Developing joint promotions in cooperation with advertising agencies and/or promotional partners
- Advising, developing and purchase of promotional packaging materials, displays, other P.O.S. materials, means of communication for the sales division
- Supporting of all other consumer, trade and internal promotions by advising, coordinating and execution. For example, fairs, exhibitions, events and sampling activities
- Responsible for traffic, timings, action plans, confirmation and evaluation of the activities
- Responsible for the management and efficiency of dedicated budgets and reporting the continuation of it to the Marketing Manager and Sales Manager
- Responsible and supporting several marketing communication projects within the CSM Food Division (Honig, HAK, Red Band Venco, CSM Sugar and Koninklijke De Ruijter)

1998-Nov. 2000

Project Manager New Channels (Out-of-Home market) Koninklijke De Ruijter B.V.

- Developing and supporting new brand concepts as in, food, food ingredients, technical equipment and P.O.S. specified for the out-of-home market
- Maintaining relationships with advertising agencies (ATL and BTL). Responsible for briefings, coordination and secure the progress of it
- Execute communication, sales promotion and financial plans
- Developing and execution B-to-B direct marketing campaigns in combination with sales plans

1992-1998

Supermarket Account Manager at Koninklijke De Ruijter B.V..

- Realizing and supporting to the sales objectives of Koninklijke De Ruijter. By realising sales improvements (turn over and output) within the categories at larger supermarkets

1988-1992

Sales Representative Retail Honig Merkartikelen

Special skills:

Dutch; fluent in written and oral
 German; fluent in written and oral
 English; fluent in written and oral
 French; in written and oral

Other activities:

Classic Events; Crew Member Concours d' Élégance Royal Palace Apeldoorn
 Classic Events; Crew Member Wings, Wheels and Goggles
 Elementary School Bernardus Blaricum; Volunteer School library
 Uitzendtender; Marketing Advisor www.felixwerkt.nl

Available:

Contact me for possibilities