




# H. Mark Meijer

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## Senior International Business Executive and Turnaround Specialist Information Technology & Services | Intellectual Property | Professional Services & Staffing *Results in Growth • Profitability • Turnaround*

A hands-on international executive, startup mentor and post M&A turnaround specialist with a background in sales, operations and change management. Managed teams and people up to 170 staff and revenues up to \$ 90 million. Experienced in getting results in dynamic environments including ARR/Subscription business models, company growth, restructuring, integration and divestment. Worked in large scaleups, midsized, startups and private equity environments.

<b>Executive Leadership</b> Strategic business planning Revenue generation Executive decision making Board & Shareholder presentations	<b>Operations Management</b> P&L management Productivity improvement Systems and process enablement Team and staff development
<b>Sales Management</b> Sales strategy Resource and KPI/OKR alignment Sales process management Global account management	<b>Change Management</b> (Post M&A) Restructuring Organization and process redesign Private Equity/Divestments/Carve out Digital Transformation

### BUSINESS RESULTS HIGHLIGHTS

- Led global high performance sales and enterprise account teams in IT consulting, working across the full spectrum of IT and digital transformation with c-suite executives of blue chip companies in integrated oil, electronics and IT services, and growing revenues 200-500%.
- Successfully led the restructuring of a 110 fte/\$20M leading European IP consulting company from strategy to operationalization. Reduced workforce with 30% and streamlined organization and processes within 6 months and achieved positive EBITDA within 9 months. Company divested by PE owner.
- Rebuilt a sales organization including hiring for a \$20M distressed staffing organization. Managed sales growth of 75% and improved profit margin 80% through sales discipline and KPI performance management.
- Led and initiated strategic business planning in legal advisory and asset administration services. Provide coaching and mentoring to CEO's and country MD's. Prepare and deliver strategic presentations to Board members and private equity firms.
- For a \$90M IP firm devised a market segmentation plan, including organizational design for digital business. Planned the carve-out strategy, transitioning clients to a new service model. Started hiring and building the organization.

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### PROFESSIONAL EXPERIENCE

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***President, Change faster.com, 2016 – present***

*USA, strategic, operational and sales advisory, self-employed*

Re-established this consulting firm in 2022 after serving in multiple senior leadership roles, a delayed relocation to the New York Metro Area and the easing of global pandemic restrictions.

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Provides strategic business planning and the operational framework for execution of strategic growth and profitability initiatives or turnaround management of mid-sized private equity portfolio companies.

Recently recruited as mentor with Newchip's Startup Accelerator Program providing coaching to founders/entrepreneurs developing the startup and fundraising roadmap.

Prior engagement highlights include: Intellectual Property Markets advice for venture capital and investment companies; Strategic business development for product authentication/supply chain integrity SaaS platform [Authenticate-it/Shping] and team collaboration SaaS [Diskette/Wundamail].

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### **Group Sales & Marketing Director, Novagraaf Group (Questel), 2014 - 2015**

*Netherlands, Multi-national IP/legal services; private company, PE portfolio, 400 employees*

- During \$90M revenue company sale led international sales and marketing across 5 European countries. Initiated strategic business planning process. Provide coaching and mentoring to CEO and country MD's. Prepare and deliver strategic (sales) presentations to Board-members and private equity firms.
- Developed the sales organization plan with client segmentation and sales coverage model. Initiated the recruitment process for the sales organization in multiple countries.
- Implemented a group wide social intranet software solution. Led the change communication and messaging for the chief executive officer.

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### **Chief Executive Officer, Zacco Netherlands, 2012 - 2014**

*Denmark, Multi-national IP/legal services; private company, PE portfolio, 450 employees*

- Successfully led the turnaround of a 120 employees/\$20M distressed company (part of PE portfolio) until divestment. Reduced workforce with 30% within 6 months and achieving positive EBITDA within 9 months. Managed HR improving moral and reduce cost of sick leave from 10% to less than 1% within 11 months.
- Led the transformation from a decentralized IP administrative organization into a central administration, including billing, with streamlined processes and IT systems enablement within 6 months. Increased sales +25%, billable time + 20%.

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### **Partner Interim Management, Boyden Executive Search, 2011 - 2012**

*Netherlands, Global Human Resource Consulting, private company, 900 employees*

- Business development, recruiting and coaching for interim management projects.

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### **Country Managing Director IT Professionals, ManpowerGroup, 2009 – 2011**

*USA, Global Staffing and Recruitment Services, public company, 15,000 employees*

- Turnaround of the approx. € 20 million distressed country operations of Manpower's IT professional staffing unit Elan. Directly supervised 23 staff and indirectly 167 staff locally. Oversaw permanent and

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contract recruitment, managed services programs and outsourcing businesses from two office locations.

- Increased annual revenues 73% and gross profits 85% under challenging market and restructuring conditions. Improved gross profit performance 9% by conducting monthly margin reviews, introducing sales empowerment and training on selling value.

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### **Director Global Client Services, RGP/Resources Connection, 2007 – 2009**

*USA, Interim and Project Staffing and Consulting, public company, 1,000 employees*

- Led the global account relationship with Shell, a \$ 10 million business. Supervised a global account team with a core of 7 staff in 4 primary countries. Achieved turnaround in declining Shell account business and grew revenue +50%.
- Chairman of a local change program to improve sales effectiveness of the local sales organization of 35 staff. Project managed a SOX control framework implementation with 20 consultants across 36 sites in Europe.

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### **VP Global Account Management, Gartner, 1996 – 2007**

*USA, IT Research and Consulting, public company, 5,000 employees*

- More than 11 years of progressive sales management experience in Gartner's high performance sales organization (30% YOY). Worked across the full spectrum of IT and business transformation.
- Managed the global relationship with Philips Electronics (1998-2002), Royal Dutch Shell (2002 – 2004) and BP (2004 – 2007). Account ARR increased 500% from 1998 to 2001 up to \$ 10 million with a 70% margin contribution, through contract value increase, client retention and contract renewals.
- Recognized, multiple times, for elite performance, exceeding quota and best client director worldwide.
- Key contributor to global product development and transformation initiatives: \$ 70 million outsourcing practice.

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### **EARLY CAREER**

A 3 year tenure with German, now public, software company Nemetschek as commercial manager for Design/Engineer/Construct/Operate software systems responsible for product management, channel business development and marketing, and 1.5 years with Royal Netherlands Air Force as officer/head of airbase real estate & infrastructure.

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### **EDUCATION**

B. Eng. – Technical University Groningen, Netherlands  
Degree in Architectural Engineering, thesis Computer Aided Design

Royal Netherlands Air Force Academy  
Professional Officers Program

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### **LANGUAGES**

English, Dutch, German