



resume Christian ter Maat MCC, MMC, CMC

Contents [11 slides]:

- Principal and Consultant Carevolution; self-employed
- Carevolution; presentations and workshops
- Director Marketing and Board member Maison van den Boer BV
- Managing Director Europe; Showcase Placements Inc.
- European Sponsorship & Alliances Manager Cirque du Soleil
- postgraduate master of Management Consultant (MMC)
- postgraduate master of Corporate Communication (MCC)
- executive Master of Business Valuation (MBV)
- Non-executive board members programme Nyenrode

## CONTENTS



### Principal and Consultant Carevolution

Carevolution [consultants who care], is interested in the process of organisation evolution (e.g. change, growth, flow, cutting the red tape, costs allocation and optimisation turnover & efficiency). Although sometimes revolution is the only way forward and we fully recognise and tackle such an eminent situation.

We are strategy, organisation, management and communication consultants with a curiosity for nearly any industry and a passion for: media, entertainment, creative industries, hospitality, leisure, tourism, retail, wellness, care, charity, professional services, real-estate and automotive.

Clients: hotels, golf-courses, real-estate developers, social organisations, tourism destinations, health care org., retailers, charities, sports org. , venues, entertainment productions, professional services, fairs, F&B and concept providers, financial services org.....

2006 – 2008; self-employed.

experience

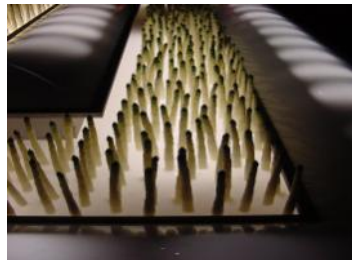


presentations and workshops

Speaker; Christian ter Maat (Management Consultant Carevolution) has an array of interesting management en marcom topics. He presents in English and Dutch. Christian challenges the validity of conventional business thinking, he takes an outside-in interactive approach and works towards tangible strategies and results.

- C Strategy, what's in the name?  
The process from mission, vision, objectives to strategy.
- C Cutting the red tape!  
Bureaucracy raises resistance, liberate your organisation.
- C Clientastic!  
Nurturing and seducing clients.
- C We communicated; they did not listen!  
From traditional PR to sustained reputation management.
- C Business blindness; explore capabilities & identify markets  
Good ideas or success attract talent and investors.

presentations



Director Marketing and Board member Maison van den Boer BV

The largest Dutch hospitality, event, congress, catering and F&B services company in The Netherlands.

€ 55 million turnover and 550 employees in The Netherlands & Germany; HQ in Veghel (NL); 13 event & congress venues in NL & DE, including 4 football stadiums & 2 theatres

Services: catering, venue management, event production, restaurants/bars & fast food retail concepts

Responsibilities: corporate communication, spokesperson, marketing, product development, international business development, market research, strategy and managing the business unit: Maison van den Boer Events

2002 – 2004; marketing team of 6 people and event business unit of 5 people and support staff

experience

# SHOWCASE

*Placements, Europe*



Managing Director Europe; Showcase Placements Inc.

A full service product placement & entertainment marketing agency working for Ford Motor Company's brands: Ford, Mercury, Lincoln, Jaguar, Aston Martin, Volvo, Mazda & Land Rover.

Subsidiary of Martin Sorrell's WPP Group; € 18 million turnover and 50 employees worldwide. European offices: Amsterdam (European HQ), London, Paris, Berlin/Hamburg, Rome and Madrid.

Services: product placement, entertainment marketing programmes, sponsorship and executive leasing.

Responsibilities: developing and managing 6 European offices, managing the European Ford, Jaguar, Aston Martin and the international Volvo account, liaising with international television/film/game production & broadcast companies, leading management information systems development and developing new business.

1998 – 2001; 6 Country Managers in European cities and support staff.

experience



### European Sponsorship & Alliances Manager Cirque du Soleil

A Canadian organisation with international operations in the fields of artistic creation, production, performance and merchandising. Its live theatres (e.g. KA, Mystere, Zumanity in Las Vegas) and big-top shows (e.g. Saltimbanco, Alegria, Quidam) are world famous

Services: live shows, ticket sales, merchandising, hospitality, audio & video productions, marketing & sponsorship.

Responsibilities: managing European Sponsorship Department, sourcing strategic alliances & sponsorships all over Europe, managing corporate sponsorships programmes, charity tie-ins, commercial development, marketing and B2B public relations

1994-1997; Amsterdam based sponsorship team of 3 people and on tour a MarCom team of 5 people (2 FTE)

experience



postgraduate master of Management Consultant (MMC)

VU University (Vrije Universiteit) Amsterdam (NL); Faculty of Economics; two year part-time master of Management Consultant programme.

Advanced electives: Strategic Management, Managing Change Processes, Strategic HRM, Organisational Culture - Communication & Leadership and design of organisation structure.

Thesis: 'Failure Management; an explorative and empirical study'.

2005-2006



education



postgraduate master of Corporate Communication (MCC)

Erasmus University Rotterdam (NL); Corporate Communication Centre; two year part-time executive international program master of Corporate Communication.

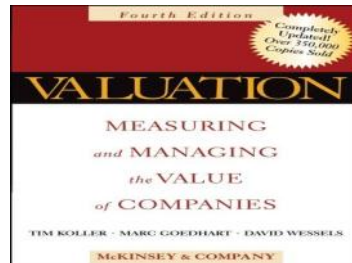
Advanced electives: Business Ethics & Communication, Crisis Communication, Electronic Communication, Marketing Communication, Corporate Branding, Organisational Identity and Strategic Issues Management. Additional electives (programme 2005 & 2007): Investor Relations & Finance Communication; Leadership & Communication.

Exchange programme: Bradford University (UK).

Thesis: 'Face to Face Reputation Management'.

2000-2002 (final thesis 2004)

education



The TiasNimbas Business Valuation Programme; the business school of Tilburg University and Eindhoven University of Technology; 2008-2009.

The Executive Master of Business Valuation (MBV) is designed for professionals in business who deal with valuing businesses. Among the participants are accountants, tax specialists, financial consultants, lawyers, controllers and financial managers. The scope of the programme and the master degree that people receive after successfully finishing the programme makes MBV unique in The Netherlands.

objectives:

- valuation in different settings
- identify the different scenarios for doing business valuations
- recognise the different methods and valuation techniques
- understand financial theory
- be able to identify the key value drivers
- be able to register as Register Valuator (RV).

education



Non-executive board members programme (Nyenrode Commissaris-sencyclus) at Nyenrode Business University; 2007.

Additional education:

Webster University Leiden, evening MBA, electives: 'Finance' in 2004 and 'Organizational Behaviour & Leadership' in 2002

Export Management course; Erasmus University Rotterdam from 1997-1998

NIMA B (official Dutch marketing course) in 1998; NIMA A in 1991

Dutch Law Leiden University, Propaedeutics degree obtained in 1988 and 1,5 year Economics at University of Amsterdam from 1983-1991

Athenaeum Blankestijn Utrecht and  
Athenaeum Rijksscholengemeenschap den Bosch from 1977-1983



education



Nationality: Dutch  
sex: male  
marital status: single  
age: 44 (20-02-1964)  
academic titles: master of Management Consultant (MMC)  
master of Corporate Communication (MCC)  
associations: MCC Alumni - member of the board & chairman  
events commission  
Vusie alumni - member  
O.O.A. member of the council of Management  
Consultants (Orde van organisatiekundigen en -  
adviseurs)  
Certified Management Consultant (CMC);  
associated with the International Council of  
Management Consultancy Institutes (ICMCI).  
languages: Dutch; mother tongue > English; fluent >  
German; fluent > French; fluent > Spanish; basic

personal