

## Dutch Summary

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### Personalia

Naam : Paul van der Marck  
Geboortedatum/leeftijd : 15 juni 1963 (47)  
Huidige functie : Associate Partner – IBM Global Business Services

### Profiel

Paul van der Marck is senior executive, programma-director en senior adviseur; zijn managementervaring vanuit diverse multinationals en zijn jarenlange advies- en interimervaring in de financiële sector, past hij toe om grootschalige 'turn-arounds' te realiseren bij zijn opdrachtgevers.

Paul is afgestudeerd aan de Universiteit van Tilburg (1987), studeerde aan het IMD te Lausanne (1998), behaalde in 2002 een Mastersdegree aan de VU te Amsterdam en studeerde in 2008 aan Harvard Business School.

Hij is sinds 1987 actief op het werkveld van marketing-/sales-, business- en IT-management, bij diverse multinationals en de laatste jaren vooral in de financiële sector.

De kracht van Paul ligt in het snel ontwikkelen van nieuwe (business-)concepten of het bepalen van een turnaround-plan en het opstarten en aansturen van lijn- of programma-teams op diverse gebieden (incl. IT) om deze concepten of turnarounds te realiseren. Daarnaast is Paul sterk in het snel inleven en analyseren van bedrijfsvraagstukken en hierop concrete maatregelen treffen.

Paul is vloeiend in Duits en Engels en voldoende vaardig in Frans.

Hij heeft gewerkt voor onder meer Philips, Zurich Financial Services, Rijnconsult/Ordina en sinds begin 2009 als Associate Partner bij IBM (Global Business Services). Zowel het opbouwen als 'omturnen' van een organisatie behoren tot zijn kracht; naast zijn rol als partner bij IBM is hij werkzaam als programmamanager en organisatieadviseur in diverse organisaties en sectoren.

Hij publiceert regelmatig over onderwerpen op het gebied van strategie, leiderschap, inspiratie & innovatie en is een regelmatig blogger op [www.business-it.nl](http://www.business-it.nl); hij spreekt regelmatig via Speakers Academy over deze onderwerpen.

Hij was docent aan de Vrije Universiteit Amsterdam en tegenwoordig aan de Newport Business Academy; in 2004 is hem de 'Professionaliseringsprijs 2004' toegekend door de Vrije Universiteit van Amsterdam, voor zijn bijdrage aan het vak van organisatieadviseur.

## CURRICULUM VITAE

<b>Personalia</b>		
Name	Mr Paul Th. van der Marck MMC CMC	
Address	Emmastraat 23 2595 EG 's-Gravenhage	
Telephone	(+31) 070 34 77 811	
Private mobile	(+31) 06 24 26 1059	
Private e-mail	paul@business-it.nl	
Weblog	www.business-it.nl	
Birthplace/-date	Hilversum (NL)/15.06.1963	
Marital status	Married, 2 children (9 & 11)	

### Education

Academic	University / Organisation	Finished
<b>OOA</b> Certified Management Consultant	Orde van Organisatie-Adviseurs (OOA)	2009
<b>LPSF</b> Leading Professional Services Firms	Harvard, Boston, MA, USA	2008
<b>MMC</b> Master of Management Consultancy	Vrije Universiteit, Amsterdam	2002
<b>Strategic Management</b> Senior Management Programme	IMD, Lausanne	1997
<b>Mr</b> Corporate Law	Katholieke Universiteit Brabant	1987

### Further education

1976 – 1981	VWO at R.K. Gymnasium "Beekvliet", Sint-Michielsgestel
1987 – present	various management-programmes at Philips, Zurich, Ordina and IBM

### Professional

5/2009 – present	Associate Partner with IBM Global Business Services ('IBM Consulting'), a management consultancy practice focusing on Fortune 500 Companies and working in 'C-level' assignments, for business and IT. Responsible for signings, revenue and profit in the Insurance & Pensions Industry; directly involved in acquiring larger projects (SolvencyII, Client Centricity, BackOffice Renovation, Outsourcing) and as senior lead-consultant involved in those projects and/or managing these as contract-, interim- or programmedirector.  Member of the MT for the FSS-industry. Total signings > €120 Mio., with a revenue of € 100 Mio.
1/2004 – 4/2009	Managing Partner and Director Ordina Finance Consulting (OFC), reporting to the COO of Ordina NV. OFC is a consultancy firm (170

- consultants; management consultants, business-analysts and -consultants, project- & programmemanagers) that specializes in business issues in the Financial Services Industry. Responsible for turnover/profit & loss (€25 Mio. TO). Member of the board of the Consultancy Division (€100M annual turnover with over 750 consultants), with divisional responsibility for professional standards and HRM.
- Partner Ordina NV. In larger projects (for larger customers) working as lead-consultant, with special focus on strategy-implementation and Business-IT Alignment within the Financial Services Industry.
- 1/2000 – 1/2004 Partner at Rijnconsult, a 100% subsidiary of Ordina NV; responsible for the Financial Services Industry.
- Principal Consultant and Manager of Ordina Finance Management Consultants, reporting to the CEO of Finance Division. OFMC was a new start-up consultancy firm (18 consultants) that specializes in issues related to Business – IT alignment. Responsible for turnover and profit contribution.
- 4/98 – 1/2000 Managing Director of Zurich Financial Services Direct Writer Division ('Droomleven'), a 100% subsidiary of Zurich Netherlands, reporting to the CEO. Droomleven is a Direct Writer in the personal Life Insurance market which targets families that are expecting the birth of a baby. Droomleven uses the latest ICT-technology (CRM, Web-enabled) to enable multi-channel 1-to-1 marketing. Responsible for the total project from concept to implementation (total project budget 1999 was Hfl. 10 Mio).
- 4/98 – 11/98 Managing Director of Zurich Financial Services' subsidiary Alphen Insurance (subsidiary of Zurich, in joint-venture with VNU), as Managing Director of a new SBU, which will offer innovative solutions to the general public on a Direct Writer basis; reporting to the CEO of Zurich Netherlands. Leader of the project team (12 people), with the assignment to present a business case to the board in September 1998. Also responsible for the reorganization of Alphen Insurance, which has been loss-giving since 1995 and which has a target to break-even in 1998; headcount reduced from 75 to 55, whilst holding the level of business. Responsible for the sale of Alphen Insurance via a management buy-out.
- 10/95 - 4/98 Business Unit Manager with Zurich Financial Services, Leidschendam (NL). Responsible for the overall insurance-business for local governments & housing associations (Municipalities); turnover and profit responsibility. Key account handling both to major international brokers and major customers. Briefing and creating the corporate positioning in close cooperation with advertising/media agency ("Zurich, the Worldinsurer for the Netherlands"). Chairman of the Marketing-platform, which coordinates all marketing activities across all Businessgroups.
- 2/87 - 10/95 Various management functions within Philips in Europe:
- European Sales & Marketing Manager Tapes & Accessories (Fast Moving Durable Goods) with Philips CE Europe, Eindhoven (NL).
  - Regional Marketing Manager at Philips Consumer Electronics Europe, Eindhoven (NL), for Car Systems.
  - Marketing Manager at Philips Car Systems U.K., Bicester (U.K.).
  - Area Manager at Philips Car Systems International, Wetzlar (FRG).

## Honors and Awards

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2004 Professionaliseringsprijs Vrije Univesiteit, Amsterdam

## Publications / Media (highlights)

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*Defined Ambition 2.0* in Pensioen Bestuur en Management (3/2011)

*Solar Energy, facts & fiction* for OliNo.org 5/2010

Since 2007 *daily column* @ InspiratieBlog [www.business-it.nl](http://www.business-it.nl)

*Projecten? Kill your darlings!*, Tijdschrift IT Management 5/2009

*Rol van de auditor bij grote IT-investeringen*, Auditor Magazine 3/2005

*Professionals Professionaliseren*, rede Vrije Universiteit bij aanvaarding Professionaliseringsprijs 2004, Amsterdam (25/11/04)

*Minder investeren, meer rendement*, 12/2003

*Ahold Too may lovebabies*, 3/2003 *KRO Reporter*, documentaire over Ahold/Corporate Governance, Nederland 3 op 25/9/03

*IT zonder hoofdpijn*, 9/2002 with Financial Times/Prentice Hall, co-author Drs. D. de Koning, see [www.itzonderhoofdpijn.nl](http://www.itzonderhoofdpijn.nl)

*IT in de kenterende economie; een moment van bezinning*, 8/2002

*Rationaliteit bij besluitvorming CRM-investeringen*, 4/2002

*Scoren met waardecreatie!*, 2001

*New Economy? Old Capability!*, 2001

## Other activities - information

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2/85- 1987	Various functions within Integrand Tilburg and vice-president of Integrand Nederland, organization for Integration of Business & University
1990 – 1996	Lecturer on marketing cases at various marketing courses of Philips (Marketing II, Trade Marketing)
9/02 – present	Lecturer at Vrije Universiteit Amsterdam and Newport Business Academy on Programmemanagement and Finance
2010 – present	Ambassador for PeakOil Nederland, giving lectures on green sustainable energy.
2009 – present	Speaker at Speakers Academy on management, leadership and change.

**Hobbies** Golf (hcp 22), travelling, squash and reading

**Languages** English and German fluent, French sufficient