

Eric de Laat



I am an entrepreneur. I like our changing world.

Passionate, involved, honest, sincere, creative-analytical, down-to-earth and target-driven are typical features that fit me.

I am an open-minded, accessible and informal guy who enjoys working with business professionals. I am a team player.

People consider me as a strong personality with a hands-on mentality equipped with a positive mindset.

Resume

I am a business professional

Fantastic deliverables have been realized in my position as a Scale-up manager, CEO, Business Owner, IT coach and Product Owner (with knowledge of growth hacking, agile & scrum techniques). I am well versed in the field of business development, online publishing & e-commerce.

I am proud of the fact that I was able to successfully manage 2 entirely different companies (Falkplan and [Route.nl](#)) for 8 consecutive years. I ensured that these two companies became and remained market leaders in their target markets.

I like technological progress

The world is changing rapidly. I am fascinated by an ever-changing world and I have developed a specialization in the field of offline – online transition and change management.

& I am experienced

As a director & publisher, I have developed a modern vision in the field of product development, brand positioning, marketing, retail and sales management. I am in control of drafting periodic (financial) reports, P&L responsibility and taking strategic policy decisions.

Relevant work experience

CEO Connected car (www.curious-inc.com) at curious-inc.com (Jun 2019 - Present)

Curious-inc operates an advanced Connected Car IoT platform. This platform connects big data from vehicles with various other data sources (OSM, ERP, route planning, etc.). The analyzed and enriched data is then returned to the connected customers and other third parties.

This connected car service has been introduced successfully as a SAAS service in the Dutch taxi and transportation sector. The result is less CO2 emissions thanx to significant fuel savings, more efficient route planning, less maintenance costs and a safer working environment.

Achievements:

Since March 2020, I have initiated a new to the word parcel service: a smart distribution system for delivering same day delivery parcels with existing and large taxi companies in the Netherlands. A startup company. More information: www.yeshugodelivery.com.

Since August 2019, the scope at product level has been deepened by the development of various sets of mobility tools. The introduction of these services has since been made possible in several other markets.

With this Connected Car toolkit, governments, SMEs and mobility parties can compile specific savings reports, risk analyzes, vehicle analyzes, optimal fleet composition and driver analysis at their own discretion.

Tasks:

- Budget responsible
- Preparation and implementation of the new marketing concept
- Establishing new partnerships
- New business development
- Product development and process improvement
- Operational teams:
 - Marketing team, (e-commerce, communication, design & content creation)
 - IT team (back-end, front-end & app builders)
 - Support

The current result:

- Ongoing turnaround, start-up and scale-up business

Founder & CEO www.route.nl at Route.nl B.V. (Jan 2011 - Nov 2018)

This was a great and exciting adventure with a lot of emphasis on new business development. During this period, I gained a lot of knowledge with online publishing, e-commerce, event marketing and IT (growth hacking, agile, scrum, product owner).

The dynamics of drawing up the business concept, putting together effective B2B and B2C models (premium) and implementing the marketing concept in all departments and teams are really inspiring.

Achievements:

- Route.nl is the undisputed market leader in the Netherlands & Belgium with more than 12 million active users on its website and navigation apps.
- It has an excellent market position in Germany.
- The navigation apps from route.nl have been downloaded more than 1,200,000 times by cycling and walking enthusiasts.
- Route.nl has been selected by its fans for four (4) years in a row as the most popular website of the year in the "leisure time" category.

Tasks:

- Budget and HR responsible
- Drafting and implementation of the marketing concept
- Development of B2B & B2C (premium) models
- Partnership & new business development, market research
- Product development and process improvement
- Managing the operational teams:
 - Sales team (account managers and office staff)
 - Marketing team, (e-commerce, communication, design & content creation)
 - IT team (back-end, front-end & app builders)
 - Support team
 - Finance department and external accountants

The final result:

I successfully guided the digital consumer platform www.route.nl through the start-up and up-scaling phase (leisure market, destination marketing).

Director and publisher (www.falk.nl) at Falkplan BV (Sept 2007-Nov 2018)

Falkplan (founded in 1947) is a stable company nowadays. It is the largest publisher in the Benelux in the field of cartographic products for consumers (printed bicycle, walking and city maps). These productions can be found at all Retail organizations ranging from ANWB and VVV stores, (Bruna) bookshops, supermarkets to Shell service stations.

Achievements:

In this period, I was specialized in publishing, retail, change- and (offline – online) transition management.

Due to the emergence of technological substitute products, Falkplan had to choose a drastic new business course. During this transition period, Falkplan was able to remain market leader in the Netherlands through product and market development.

Tasks:

- Budget responsibility
- Key account management (retail)
- Promotion, portfolio management, positioning, production, logistics and purchasing
- Automation of business processes, HR policy and implementation
- Management of sales, production and marketing

The final result:

1. Successful turnaround from automotive to recreational market
2. Market leader (cartographic consumer goods) in the Netherlands

Marketing director (www.falk.nl) at Falkplan BV (Jan 2004 – Sept 2007)

- Communication, market research, branding, event marketing
- Product development, portfolio & retail shelf management (Spaceman AC Nielsen)

Product manager (www.andes.nl) at Andes BV (Sept 2001 – Dec 2003)

- Marketing, branding, promotion & production of route planners on CD-ROM and DVD.
- Budget responsibility & key account management

Key account manager (www.tetra.de) at Tetra Europe (March 1998 - Aug 2001)

- Budget responsible key account management (retail)
- Product portfolio adjustment to the Dutch market & brand positioning
- National and regional instore promotion
- Office near the city of Osnabruck (Germany)

Education

Growth hacking

- Growth Tribe – Amsterdam

Tilburg University

- Economic Psychology - market research & consumer behavior

Fontys Hogeschool Den Bosch (HEAO)

- Marketing economics (CE) - Specialization marketing management
- Bachelor's degree

Het Bisschoppelijk College te Weert

- VWO

Languages

Dutch : Native

English : Professional

German : Professional