



Willem van Duuren

generalist in senior commercial management

Highly experienced (30 years of experience) in senior commercial management at various renowned companies. As the CEO of Kamera Express, Unit Director at HEMA, Regional Manager at Olympus, and as an independent consultant, I have gained extensive expertise in both Retail and B2B. I am a hands-on manager with a pragmatic approach to business strategy and execution. My expertise includes general management, sales, marketing, E-commerce, and motivating teams to achieve results. I am passionate about simplifying complex matters, bringing focus, and driving change in dynamic environments. I am creative, solution-oriented, and a passionate coaching leader. My interest lies in supporting teams at a senior level to reach their goals. In addition to my own practice in Personal & Business coaching, I focus on challenging interim projects with a commercial focus to stay connected with market trends and developments.

Contact

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Address

Pr. Beatrixstraat 32
1396 KE Baambrugge

Education

- WFT Private Insurance, Basic WFT Certificate (February 2021 - August 2021) WFT Health Insurances (February 2021 - June 2021)
- Personal Coach Training - Coach Accreditation: Senior Practitioner Level (March 2023 - March 2024)
- Personal Coach Training - Coach Accreditation: Practitioner Level (March 2020 - September 2020)
- Coaching Leadership (February 2019 - October 2019)
- Prince2 Project Management (2014) General Management Courses and Training (2004) Sales Management (2003)
- Secondary Retail Education (1986) - MMO-C

Expertise

- Optimization of Business Strategies
- Strategic Management
- Marketing Strategies
- Coaching Leadership
- E-commerce Development
- Entrepreneurship
- Online and Offline Marketing

Experience

○ 2016-2023

HEMA BV Headoffice Amsterdam

HEMA - Unit Director Services & Financial Services

- Responsible for several categories including HEMA insurance products, HEMA gift cards, HEMA Tickets, HEMA photo services.
- P&L accountability (€200M revenue)
- End-to-end business management

○ 2019 - actual

CoachNu private owned company Baambrugge

Personal & Business Coach | Interim management

- Owner of CoachNu for Personal & Business coaching | Interim management
- Personal coaching, business coaching, leadership development, and coach pool solutions for companies

○ 2014 - 2016

Noordhoff - Ambrasoft Houten-Groningen

Businessunit Manager

- Transitioned from a consultancy role to a position as Unit Manager at Ambrasoft for educational software development.
- Transitioned to a renewed E-commerce model.
- P&L responsibility for the independent business unit.

○ 2013 - 2014

Pica BV - Zoetermeer

Businessunit Manager a.i.

- Consultancy role in the transformation process from a traditional sales model to an online sales model.

○ 2010 - 2013

Kamera-Express BV - Capelle ad ijssel

CEO

- Ultimately responsible as executive director of Kamera Express after acquisition by PE (Private Equity).
- Expansion & modernization, making the organization future-proof.

○ 2003 - 2010

Olympus consumer products - Zoeterwoude

Regional manager Benelux

- Initiated the subsidiary of Olympus consumer products in the Netherlands.
- Ultimately responsible for the subsidiary handling consumer products for the Olympus brand in the Benelux.
- Sales management, key account management, distribution strategy, and people development.



Willem van Duuren

senior commercial management generalist

Details

Date of birth

7 december 1969 (53)

Email

willemvanduuren@coachnu.nl

Hobbies

Watersports

Tennis

Photography

Language

Dutch

English



<https://www.linkedin.com>

</in/willemvanduuren/>

References

On request:

Wilma Veldman - CCO HEMA

Trevor Perren - Former CCO HEMA

Joost de Ridder - Unitleader Trifinance

Kees van Bekkum - Insurances

professional

Experience

○ 2001-2003

Fodor BV - Olympus/ Lexar Rotterdam

Salesmanager Olympus consumer products

- Sales management, key account management, Olympus consumer products

Esther Ziengs · 1st 1st-degree connection Category Manager at HEMA March 1, 2023, Esther reported directly to Willem Willem is a great manager. He stands by his team, believes in people's strengths, and genuinely brings a group together, resulting in excellent outcomes. He motivates you to bring out the best in yourself and gives you the space to grow. Willem is open, sometimes critical, but always with the intention of helping you progress. Hence, he is highly recommended.

Joost de Ridder · 1st-degree connection Director / Business Unit Leader Transition & Support The Netherlands at TriFinance August 3, 2016, Joost was Willem's supervisor

Willem is one of those rare individuals who combines a strong acumen for business and entrepreneurship with in-depth product knowledge. He comprehends that successful sales of a product necessitate a thorough understanding of the product itself. He possesses a profound passion for his work and demonstrates exceptional drive in materializing ideas.

I highly recommend Willem to anyone seeking commercial or business expertise. He is a fantastic individual to collaborate with and someone from whom I have gained substantial knowledge.

Wilma Groen · 1st-degree connection Sr. Product Owner / Agile Project Manager IT & E-commerce (Freelance) November 5, 2013, Willem was a client of Wilma

During my assignment at Kamera Express, I got to know Willem as a true change-maker. Incredibly creative and brimming with new ideas, always keeping the customer at the center. Willem holds vast experience in consumer electronics, photography, and retail. He consistently values his employees and relationships. In summary, a highly professional and pleasant person to collaborate with. I highly recommend Willem for a position as a CEO / Marketing Director for an A-brand or retail organization.

Ronald Van Der Harg · 1st-degree connection Finance professional (not available) August 21, 2013, Ronald reported directly to Willem

Willem is one of those managers who possesses a strong strategic and commercial insight. He has developed an extensive understanding of cross-channel commerce and can effectively translate his perspectives into practical pathways for progress.

Collaborating with Willem involves working in a positive, dynamic, and inspiring environment while having adequate space for your own contributions. Willem is a team player who also effectively guides the team towards achieving goals.