

# CV Hans Suijkerbuijk

Digital business transformation – P&L management - people management – business development

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## Professional experience

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| <b>VP Global Product Development</b><br>Legal & Regulatory division<br>Wolters Kluwer | 2018 – now  | Responsible for accelerating and managing digital innovation and product development across the Legal & Regulatory division (900M €) of Wolter Kluwer.<br>Leading an international team of about 20 people interacting with local businesses and development teams.  |
| <b>CEO Wolters Kluwer Belgium</b><br>(Information, software, training)                | 2012 - 2018 | Responsible for the P&L and the transformation of Wolters Kluwer Belgium (700 people). Actively involved in Wolters Kluwer global taskforces (strategy, digital marketing, online publishing, GDPR)<br><br><b>Results:</b> High profitability in a difficult market. Exceeded budget in 5 out of 6 years<br>Transformation from publishing to online information, software & services<br>Product portfolio cleanup, innovation, organization design, operational excellence / restructuring / cost cutting,            |
| <b>CEO Wolters Kluwer Belgium &amp; UK</b><br>(Until sales of UK business)            | 2016-2017   | Responsible for the P&L and transformation of Wolters Kluwer Belgium and UK. Preparation and execution of sale of UK business  |
| <b>Chief Operating Officer</b><br>Wolters Kluwer Belgium                              | 2010-2012   | Responsible for <b>Strategy</b> (Portfolio strategy, Online & Mobile, Publishing Process Reengineering incl. offshoring, digital marketing, migration from paper to online) and for <b>Shared Services</b> (Marketing & Sales, Customer Service, IT Development, Production and Central Editorial Services)<br>Team: 190 people – 8 direct reports<br><br><b>Results:</b> strong improvement of profitability, portfolio innovation through organic business development and M&A, creation of a strong management team |
| <b>Chief Publishing Officer</b><br>Wolters Kluwer Belgium                             | 2006-2010   | Strategy, business development, product development (publishing, software and training), publishing processes, content management, author management<br>Team: 110 people – 5 direct reports<br><br><b>Results:</b> co-architect and execution of the turnaround from decline to growth and improved profitability through a new vision, strategy and disciplined implementation  |
| <b>Knowledge Centre Director</b><br><br>SD WORX<br>(HR services)                      | 2000-2006   | Business development in HR Consultancy, HR software, training...<br>R&D department and knowledge centre on HR and personnel: legal, strategic, HR analytics and benchmarking<br>Eminence building and content marketing via press and own media<br>Team: 40 people - 4 direct reports  |
| <b>Business Manager</b><br>ZENO<br>(daughter company of SD WORX)                      | 1996-2000   | Creation and management of a nerdy startup company specialized in online solutions, decision support technology, search, content management  |

P&L responsibility, marketing, technology, P&O  
Team: 14 people

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|---|-----------|---|
| <b>Manager New Business Development</b><br>Compu-Mark Thomson<br>(research and protection of trademarks, part of Thomson Reuters) | 1994-1995 | Development of new products and new markets (Switzerland, Sweden, Spain, Austria)<br>Acquisitions in France and Sweden<br>Team: 2 people                                    |
| <b>Manager Operations + IT projects</b><br>Compu-Mark Thomson   | 1990-1994 | Operations management<br>Implementation of BPR projects, workflow management<br>Project leader of key Artificial Intelligence project<br>Team: 55 people - 5 direct reports |
| <b>Product Manager</b><br>Compu-Mark Thomson  | 1988-1989 | Operational marketing mix: product management, pricing, promotion, market research  |

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## Other experience

- Speaker and guest teacher at University of Antwerp, Plato, Antwerp Management School, SD Worx Opleidingen, Personnel Managers Club, VDP, VDAB, Instituut voor de Overheid, VOKA
- Strategic HR consultancy projects in private and public sector (Toyota Europe, Kinopolis, Ministry of Economic Affairs, Ministry of Health, ...)
- Infantry Sergeant 6Li, 1987-1988
- President of UNIFAC, the cross-faculty students organization of UFSIA (University of Antwerp), 1985-1986

## Education and qualifications

- Digital Strategy, Vlerick, 2017
- Masterclass Strategy Execution, Jeroen De Flander, 2015
- Business Management, TIAS Tilburg Eindhoven, 2005-2006 (program for SD WORX management)
- MBA, Antwerp Management School, University of Antwerp, 1987
- Master Applied Economic Sciences (Lic. TEW), Major Marketing, UFSIA, University of Antwerp, 1986
- Latin-Sciences, College Essen, 1982
- Trainings in leadership, strategy, HR, ICT, sales, MBTI (ENTP)

## What people say about me

- Getting things done, committed to results. Combining the big picture with operational results
- Empathic communicator, storyteller. Connecting easily with many types of people. Outspoken
- Change leader. Very present in difficult situations
- Growing people, caring about people

## Skills and experience

- Strategy and business transformation  
Digital business transformation: transformation from a print to online and software company  
Business development throughout my career incl. M&A. Involved or in the lead of about 10 (small) acquisitions and 2 divestments: acquisition pipeline, evaluation and business case, negotiations, integration  
Idea generation, system thinking, vision-strategy-implementation, analysis and synthesis, building models, communication, convincing people, change management, project management, project politics, networking
- P&L management  
Management cycle: strategic planning, budgeting, business reviews / deep dives  
Management of topline drivers: portfolio, sales intake, churn/loyalty, pricing, business and product development  
Cost management: headcount, functional costs, cost cutting, offshoring, restructuring
- People management/communication  
Inspire, challenge and develop people. Lead people through positive and negative change and transformation. Running remote and virtual teams. Organisational design
- Sales & Marketing  
Positioning, channel mix, business models and pricing, sales & marketing planning, sales bonus systems, e-commerce, social media, content marketing
- HR  
HR practice as line manager and business leader. Wolters Kluwer Belgium did win the first HR Excellence Award in 2014, and is a recognized Top Employer. One of the first full implementations of New Ways of Working in Belgium. Co-designed WK leadership program  
HR research as the Director of the Knowledge Centre of SD WORX
- IT  
Nowadays mainly being able to interact with IT people of all kinds  
Principles of AI/NLP/machine learning, Project leader of an early large AI/neural networks project (1993-1994)  
process analysis and design, content management, XML, interactive web applications, search technology, database design, data warehouse, BI
- Languages

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|----------|--------------------------------------|
| Dutch:   | Mother tongue                        |
| English: | Fluent reading, speaking and writing |
| French:  | Fluent reading and speaking          |
| German:  | Reading and understanding            |
| Spanish: | Basics (online course)               |

## Hobbies and interests

- Friends and family, local community, cooking club
- News !
- Reading: newspapers, biographies, history, thrillers, literature
- Travel, hiking