

Tonibe Beheer BV

Joop Berendsen

Frans Zwaanstraat 86, 2042 CE, Zandvoort

The Netherlands

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Years in service: 1995-present



Startup Coaching and Marketing Strategies:

Startup Incubation:

- Comprehensive guidance for startups from inception to market entry.
- Assistance in refining business ideas, creating business plans, and establishing a strong foundation.

Leadership Development:

- Personalized coaching for startup founders and leadership teams.
- Focus on leadership skills, decision-making, and strategic thinking.

Pitch Development:

- Crafting compelling pitches for investors, partners, and stakeholders.
- Providing feedback and refining pitch delivery for maximum impact.

Team Building:

- Strategies for assembling and developing high-performing teams.
- Training on effective communication, collaboration, and goal alignment.

Marketing Strategy Services:

Market Research and Analysis:

- In-depth market research to understand industry trends, competitor landscape, and customer behavior.
- Analysis of market gaps and opportunities to inform strategic decisions.

Digital Marketing Strategy:

- Developing and implementing digital marketing plans.
- Strategies for content marketing.

Customer Journey Mapping:

- Analyzing and optimizing the customer journey for enhanced user experience.
- Implementing strategies to increase customer retention and loyalty.

Elevate your startup journey with our integrated coaching and marketing solutions. Contact us today to explore how we can empower your startup for success in a dynamic business environment.

Personal data

Name : Berendsen
Forename : Johan Marinus
Call name : Joop
Address : Frans Zwaanstraat 86
2042 CE Zandvoort, Netherlands
Mobile : +31 6 55321336
E -Mail : joop.berendsen@oldares.nl
Date of birth : 11.10.1950
Place of birth : Kampen, Netherlands
Nationality : Dutch
Civil registration : Married
Drivers License : A BE CE

Experience

- 07/95 - Present Owner Tonibe Beheer BV, Netherlands
Tonibe Beheer BV is a holding company for my financial interest and from which I carry out consultancy activities.
- 05/2018 - 06/2020 Alderman in the Municipality of Zandvoort
I was Alderman / 1st deputy Mayor with a portfolio of among others Traffic and Parking, Education, Work / Income and Debts / Social Fraud a.o.
- 03/2014 – 05/2018 City Council of the Municipality of Zandvoort
During this period I was member of the City Council of the Municipality of Zandvoort and Party Leader of Ouderen Partij Zandvoort (OPZ)
- 07/97 – 12/2020 Owner Oldares BV, Netherlands
In 2004 I worked for a year with my own company being an intermediate for Gatsometer BV for the Middle East and North Africa. Later on I worked on some projects in Greece, Turkey and Cyprus on behalf of Robot Visual Systems GmbH (now Jenoptik Robot GmbH.) I was connected to Traffic Data Systems GmbH (Weight in Motion systems) as advisor and was involved in an European WIM project.
- 07/09 – 10/10 Manager Europe, Redflex Traffic Systems Ltd, Melbourne, Australia
Redflex is a major player in traffic enforcement in Australia and the US; it was their intention to expand their business to Europe as well.
- 02/08 – 07/09 Co-owner and Managing Director of TrafficCare Bvba, Belgium
TrafficCare was the exclusive distributor of Robot Visual Systems for Belgium and Luxembourg. The new founded company won in 2008 a major (3 years) contract to supply traffic enforcement equipment in Belgium.
- 02/08 – 07/09 Trade Agent / Consultant via my own company Oldares B.V. for Robot Visual Systems for specific countries as Morocco, Iran, Cyprus and Greece.

Due to my personal contacts there I was responsible for major contracts on behalf of Robot.

08/05 – 02/08

Managing Director, ROBOT Visual Systems GmbH, Monheim am Rhein, Germany.

Robot Visual Systems GmbH is a by Jenoptik AG 100 % owned company specialized in manufacturing of traffic (incl. toll) enforcement equipment. Robot is present in over 60 countries in the world.

Besides the general management I was direct responsible for the sales and after sales activities (including the departments product- and project management) and the financial department.

I initiated the founding of joint ventures in the Netherlands and Morocco where we gained substantial market shares.

I was president of the supervisory board of Multanova, Switzerland and Traffipax Inc in Maryland, USA. In Switzerland we increased our market share and in the USA a turnaround was made.

Robot had at that time around 250 employees

01/98 – 07/04

Managing Director Gatsometer BV, Netherlands

The private owned company Gatsometer B.V. is producer of traffic enforcement equipment (both digital and analogue) and export their products to a great number of countries all over the world.

Under my supervision Gatsometer explored new markets (middle and far east) and became worlds nr 1 player; the turnover rise from Dfl 12 mln in '98 to € 26 mln in 2003; the number of employees in 2004 was 85

In 2003 Gatsometer BV was awarded with the FME export award.

07/91 – 12/97

Managing Director and shareholder of Holland Java BV, Netherlands

Holland Java BV was one of the leading suppliers / wholesalers in the Netherlands for car accessories and spare parts. Accessories and parts were bought all over the world and sold to car importers,- dealers and other wholesalers in the Netherlands, Belgium and Germany. Besides the general management I was involved in purchasing from and sales to key suppliers / customers.

01/81 – 06/91

AMRO Bank NV, Amsterdam, Netherlands

After my traineeship I was general manager of different branches in the Netherlands as well as assessor of requests for large credits of the AMRO Bank one of the leading banks in the Netherlands (Merged in 1991 with ABN to ABN AMRO)

03/74 – 12/80

Kuiken NV, Emmeloord, Netherlands

Kuiken NV is the importer of industrial and agriculture machinery of Volvo BM (Sweden), Valmet (Finland) and Poclain (France). I was responsible for purchasing spare parts and warehouse logistics.

Education and skills

Education

2006 – 2007	International Leadership & InterCultural Coaching Program <i>Dr. Eva Kinast, HR – Managementberatung und Coaching, München, Germany</i>
1981 – 1992	Several studies for social skills and bank / insurance knowledge <i>Amro Bank, Amsterdam, Netherlands</i>
1974 – 1978	Economics, Evening study HBO level <i>Instituut voor sociale wetenschappen, Amsterdam, Netherlands</i>
1970 – 1971	Specialisation Organisation / Mechanics, HBO level <i>ATS Apeldoorn, Netherlands</i>
1966 – 1970	MTS Automotive Engineering <i>ATS Apeldoorn, Netherlands</i>

Languages

Dutch:	native language	German:	Good
English:	good	French:	Grammar school level

Military Service

1972 – 1974	Dutch Army <i>SROKI, Officers Education Centre, Ermelo, 425 Van Heutz, Panzer Infantry Battalion, 't Harde</i>
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Additional information

On behalf of a local volunteer organization I help about 30 families every year with filling out income tax returns and requests for rent- and healthcare benefits.

In the past I was involved in various social activities such as member school board, treasurer church parish, board member the international aid organisation ChildLife and president Hockey Club.

Founding member of the Rotary Club Zandvoort