

WHO AM I
PERSONAL DETAILS



Name: Hilco H. de Roo
Date of birth: 06 September 1973
Nationality: Dutch/ Citizen of The Netherlands
Residency: Muiderberg (Amsterdam area)
Phone: +31 (0)6-33 222 587
Email - web: h@deroo.biz - www.deroo.biz

PROFILE

Manager in B2B markets. Comfortable in challenger- and high competitive markets. Extensive M&A knowledge and experience. Acquired several businesses. Expert in indirect sales channels. Over 17 years experience in Telecom and ICT.

MY PROFESSIONAL BACKGROUND
WORK EXPERIENCE 1/2

APRIL JANUARY
2013 - 2015
KEEPITSAFE - J2 GLOBAL
ALMERE - DUBLIN

GENERAL MANAGER

- Daily management, including final responsibility for P&L, Human Resources and Budgeting. The team consists of 12 professionals, of which 10 are working in the office in the Netherlands and 2 in the Ireland office.
- M&A responsible for the Netherlands and Belgium. In this period, I have bought 5 online backup companies and integrated them in KeepItSafe. Because of this, the total turnover grew with more than 100% in one year.
- Realised a consistent organic growth of sales of backup services.
- I have introduced the new innovative services KeepItSafe Disaster Recovery and KeepItSafe Mobile in a quickly changing market and within a new market segment for the organization (B2B midmarket).
- I have integrated KeepItSafe Nederland in the J2 group. As a part of this, the accounts receivable process (Oracle) moved to the US main office.

AUGUST APRIL
2005 - 2013
BACKUP-CONNECT
INTERNATIONAL
(NOW KEEPITSAFE)
ALMERE

ENTREPRENEUR (40% OWNER) AND COMMERCIAL DIRECTOR

- Started one of the first online backup companies in the Netherlands, expanded to the Netherlands' biggest business supplier of online backups (multi million \$ revenue).
- Bought and merged 2 online backup service providers.
- Built up an extensive indirect sales channel with more than 1,000 ICT B2B resellers.
- Chosen as best backup supplier by professional press for 11 years in a row.
- Sold the company (because of success) to KeepItSafe in April 2013 – a trade name by j2 Global (NASDAQ: JCOM).

2001 - 2005
TELFORT
AMSTERDAM

SENIOR PRODUCT MANAGER BUSINESS VOICE & DATA

- Product responsible for Telfort Business.
- Introduced Data Products for business mobile (GPRS and 3G).
- Designing and developing of new ground-breaking services for the business market, such as Telfort Business Net and Data Only SIM.
- Pivot between Sales, Development, and Operations.
- Responsible for the 'Business' implementation of CRM system Amdocs.

MY PROFESSIONAL BACKGROUND

WORK EXPERIENCE 2/2

1999 - 2001

TELFORT - BT
AMSTERDAM

(CORPORATE) SALES EXECUTIVE

- Direct sales of Telfort Business. In my second year promoted to Corporate Sales Executive.
- Rookie of the Year/ Second best over all
- Among others Account Manager for Heineken, Hero and NS (Dutch Railways).

1995 - 1999

RICOH
HUIZEN - AMERSFOORT

ACCOUNT MANAGER

- Direct sales of Ricoh Multifunctionals to MKB.
- 100% New business – cold canvas.
- Because of creative sales, sold a vast amount Multifunctionals in real estate and apothecaries.

MY KNOWLEDGE BACKGROUND

EDUCATION AND COURSES

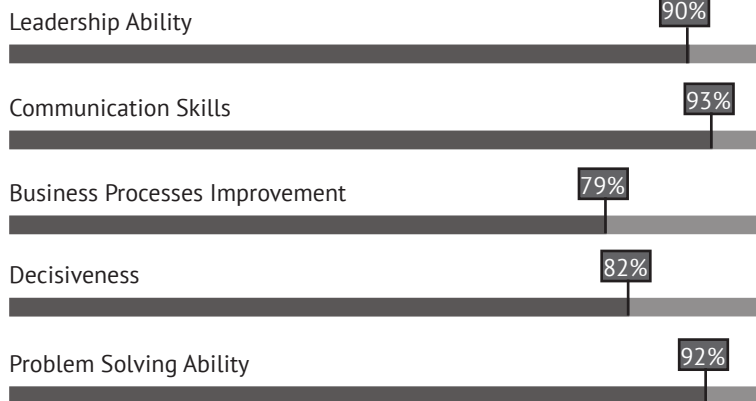
SCHOOL PROFILE DESCRIPTION

2015-2016	MBA - IBO Business School
2003	Post-academic course NLP – 8 day course - De Baak
2001	NIMA B – Dutch Institute for Marketing
2000	NIMA A – Dutch Institute for Marketing
1998	NIMA Sales – Dutch Institute for Marketing
'87-'90	Senior Secondary Vocational Education – Kweekschool voor de Handel (Business School) Amsterdam

WHAT I'M BEST AT

SKILLS & KNOWLEDGE

SKILLS



VOLUNTEERING ACTIVITIES

- Commissioner Sponsor Committee - Hockeyclub MHC Muiderberg
- Sailing instructor KNZ&RV de Heintjes - Royal Harbor Muiden
- Columnist - WinMagPro

SOFTWARE KNOWLEDGE

- Sales Force
- Oracle
- Zoho CRM
- Adobe Dreamweaver
- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Fireworks
- MS Office
- HTML
- ASP / .NET (read not write)
- SQL (read not write)

LANGUAGE SKILLS

DUTCH

ENGLISH

MOTHER
TONGUE

ADVANCED