



Dutch National born on the 4th of August 1979

LEON VAN HOUWELINGEN

Multilingual Executive with over five years of successful management experience providing strategic and operations leadership in uniquely challenging situations

I am a dynamic, inventive, results-oriented global leader with a strong track record of performance in turnaround and high-paced organizations. I am very committed, love being part of a team and building businesses by doing the right things for the “golden triangle”: clients, shareholders & staff. My extensive experience in communication and negotiations with the international C-Suite in creating business opportunities is a very valuable quality for any organisation with growth aspirations.

Based on key analysis and insights I choose a team approach to drive organizational improvements and implementation of best practices. My everlasting positive attitude and great interpersonal skills, make me capable of resolving multiple and complex (sales, HR, legal, financial, operational) issues and motivating staff to peak performance. My business network in Japan and beyond is excellent and well managed. I am a very committed person and aspire to work for a company that has a strong identity & vision and rewards people for achieved results.

Areas of expertise include:

- Attracting talent and retaining talent
- Strategy, Vision & Mission Planning
- Sales & Marketing Leadership
- Profitability & Cost Analysis
- Cultural Management in Asia
- General Management
- Contract Negotiations & Strategic Alliances
- Finance, Budgeting & Cost Management
- Public Relations & Media Affairs
- Identifying opportunities and building relations with clients
- Human Resources Management
- Team Building & Performance Improvement

PROFESSIONAL EXPERIENCE

02/15 — 10/17

CEO, Managing Director and member of the Board of Directors for Daabon Organic Japan

Daabon Organic has a 16 year history in Japan. The office is part of privately held and globally recognized Daabon Group, a trading house. This nearly billion dollar group is leader for its achievements in sustainability and the organic industry (especially palm oil). I reported directly to the owners and shareholders in our Santa Marta HQ.

The Japan office of Daabon works both with small players as well as with leaders in food and cosmetics industry in Japan, Korea, Taiwan and Philippines. The office in Japan is fully staffed with Japanese and I have actively managed it in Japanese and when necessary in Spanish / English.

Notable accomplishments:

- Successful turnaround management
- Significantly increased profitability (-2% to >4%NP & GP up by 78%)
- Improved client relations and pay out to shareholder & staff
- Established Korean office in 2017
- Sales growth of company by volume and revenue
- Increased staff by 50% (from 6 to 9)
- Restructured local company culture and mentality
- Established a good positive relationship with financial institutions
- Grew business in Taiwan, Korea
- Did the groundwork to further expand our business in the Philippines and enter the Chinese market

04/12 — 02/15

Sales manager, Custom Media K.K., Tokyo

Custom Media is an independent, bilingual communications and creative agency based in Tokyo.

Notable accomplishments:

- Highest individual sales records
- Doubled sales in 2 years in a declining industry
- Continuously build a team of sales professionals
- Big role in growing the company from 7 to 20 people
- Due to team effort we became an award winning media house

Skills include:

- Excellent communication and social skills
- Strong networker and connector
- Ability to translate between Japanese and English (American and European business-level)
- Flexible
- Team player

10/10 — 07/11

Operational staff, Fujitrans Europe B.V., Amsterdam area

Working at a Japanese-originated, multinational logistics firm. Client contact was conducted in German, English, Dutch and Japanese.

01/09 — 02/10

Analyst, The Hackett Group, Almere

Executing an outsourcing project for the financial applications of Sara Lee. We were responsible for the daily communication with Corporate Control and CFO's located all around the globe. We coordinated the transfer of this project to a market leader in IT- solutions by March 2010.

10/01 — 09/04

Employee, Vepex B.V., Rotterdam area

Responsible for planning, document-handling and on-time delivery of freight. Started the first year as a professional truck driver, delivering cargo throughout Europe.

- Daily contact with many people (in a stressful environment)
- Responsible for cargo
- Adjusted to working long hours (up to 360 hours per month)

09/98 — 11/99

Employee, Wago, Rotterdam area

Maintaining a good relationship with current customers and acquiring new customers.

EDUCATION

09/04 — 09/08

Rotterdam University / Sophia University (graduated)

Trade Management aimed at Asia (TMA) Rotterdam, The Netherlands / Tokyo, Japan

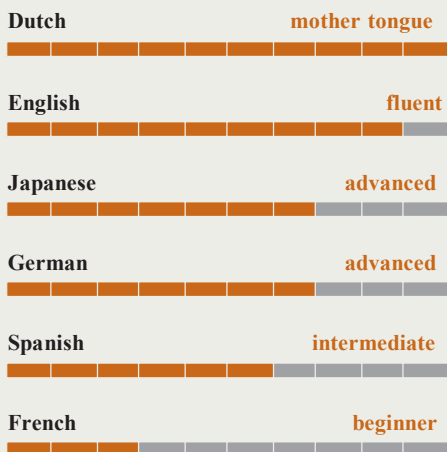
- 4-year undergraduate program
- Main subjects: Japanese Business, Marketing, English, Japanese and Cross Cultural Management
- A one semester exchange with Sophia University (上智大学) in Tokyo (result: A) followed by an internship in Nagoya (Japan)
- Teaching English to Sophia University students

09/95 — 07/98

M.B.O.; 3 year study (graduated) Gorinchem, The Netherlands

- Gives permission to enter undergraduate studies
- Main subjects: Dutch law and European law

Languages skills:



09/91 — 07/95

M.A.V.O.; 4 year study (graduated, high level)

Hardinxveld-Giessendam, The Netherlands

Main subjects: German, English, mathematics and economics

INTERNSHIPS

04/06 — 06/06

Chugoku Marine Paints

I designed and made a layout for posters at trade fairs. Assisting the Marketing Manager and the Supply Chain Manager with their work.

09/07 — 01/08

Takahashi Teknia Co. Ltd. (Japan)

I worked at accounting, sales & delivery and general affairs. Making a report about the internal organization structure of the company.
Started an English class to teach local staff business English. Helping with obtaining information and preparing for ISO certification in 2008.
Assisting with promotion/marketing at trade fairs, customer relations and creating an English homepage.

THESIS

05/08 — 07/08

Japan & Thailand

I did research in Thailand and Japan and wrote a report for a Japanese company that opened a factory in Thailand. The management-team wanted an external report on key problems that needed to be looked at in order to become profitable.

LICENSES

- Japanese and Dutch (EU) car license
 - Japanese business management visa 3yrs (married to a Japanese)
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General interests:

Love people, music, business events and networking, outdoor activities, working out, traveling, good food & friends, documentaries and movies

COURSES & CERTIFICATES, ACTIVITIES

- Dale Carnegie Executive Training, one-on-one with Dr. Greg Story (2013-2014)
 - Dale Carnegie – Dale Carnegie course - certificate
 - Dale Carnegie – Sales training program (2012-2013)
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- Dale Carnegie Executive Training, one-on-one with Dr. Greg Story (2013-2014)
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- Dale Carnegie – Sales training program (2012-2013)
- EAFIT – Strategy for Multi Latina Companies (July 2016 in Colombia) – certificate
- CLIC events Tokyo – One of the initial founding members. Chamber event around networking in a diverse group of business people, around a guest speaker. Organized several times a year by 9 European foreign chambers of commerce.
- Chairman of the Dutch NKK, the Dutch social community in the Kanto area for the past 6 years. With the committee members organizing events for our members in collaboration with the Dutch embassy.
- Japan Netherlands Society (JNS), Operation Committee member for the past 6 years. Organizing events for members, including events with members of the Japanese Imperial family.
- One of the founding members of the Tokyo chapter of the Carbine Club. This club organizes event around sports, at the first event we will have Australia's National Rugby team present.
- JMEC Alumni – Participated in JMEC 19 (2013) and finished a project for a leading company in the HR industry. The company later implemented this project which meant hiring about 200 people.
- Sophia University Alumni
- Rotterdam University alumni and TMA Advisory Board Member
- Guest lecturer on: doing Business in Japan, Building Business in Asia – amongst others at Rotterdam University

OTHER PAST ACTIVITIES

- Participating in Rotterdam University School Council
- Taking part in supplementary projects for Rotterdam Business School
- Sports team captain (2 year in a row regional champion)
- Instructing children during lifeguard training at the HGRB (1994 - 1997)
- Backpacking in Australia (02/00 – 10/00)
- 1st place achievement in Logistics contest of port Rotterdam 2007 **Part-time jobs:** Paper delivery boy, restaurant help, working at IKEA, having a small company during university with a group of fellow students importing and selling tea related products from Asia.