

# **Cirriculum Vitae Menno Martens**

## **WORK EXPERIENCE:**

### **SIRVA (Allied Pickfords)**

Country Sales Manager - United Arab Emirates  
May 2008 until present

#### **Key responsibilities:**

- Responsible for Allied Pickfords UAE all 'own booked' sales (export, import, domestic and office + commercial).
- Manage a team of 4 office-based sales coordinators and 5 surveyors situated in the company's Dubai and Abu Dhabi offices.
- Provide input in monthly phasing of the company's annual revenue and profit targets
- Prepare and present monthly review results to the AP&ME President of Moving and Relocation
- Analyse and report on sales performance on a monthly basis
- Recruit and train new starters in the sales team
- Organise and conduct ongoing training of all office-based staff
- Contribute to the company's revenue targets by managing own client base

#### **Key achievements:**

- Grown the company's market share year-on-year through continuously improving conversion figures (from 43% in 2008 to their current 53%).
- Achieved and maintained #1 position in the UAE market.
- Achieved and exceeded revenue profit targets 5 years running.
- Allied Pickfords UAE won 'best sales' award in the Allied ASIA/PAC region 2008-2011.
- Achieve personal 5-year average booking ratio of 55%

### **SIRVA UK Ltd (Allied Pickfords)**

Sales and Bid Manager - UK  
January 2005 – April 2008

#### **Key responsibilities Bid Management:**

- Recipient of all tender materials (RFP, RFI, ITT) for both Relocation and Household Goods Moving Services
- Analyse requirements and set up initial bid meeting with identified key contributors.
- Allocate tasks among key contributors and set deadlines for response. Gather contributions and formulate response document
- Organise strategic pricing meeting with Sales leader and Managing Director
- Organise production and submission of final response document. Recipient of corporate client feedback
- Liaise with corporate clients, account managers and operations departments in setting up Service Level Agreements and Key Performance Indicators.

- Produce executive reporting for discussion at quarterly board meetings. Present on bid management success rate at quarterly group sales meetings

#### **Key responsibilities Sales Management:**

- Perform in-home survey at corporate assignee's residence. Advise client's on country-specific (customs) requirements and present Allied Pickfords unique service offerings
- Compute move cost, prepare proposal document and forward to corporate contact / the individual assignee
- Proactively follow-up with pending clients
- Prepare operation's instruction sheet for booked clients
- Supervise / mentor team of 5 corporate surveyors
- Cover for the company Sales Director during extended absence and liaise with the company Operations Director on management reporting
- Identify corporate leads and proactively approach for ongoing custom
- Corporate business development and account management

#### **· Main Achievements:**

- Contributed to securing new corporate accounts including ABN AMRO, Zurich, CBI, Halcrow, British Council, Foster Wheeler and Trowers Hamblins
- Accomplished 75% short listing rate for presentation post submission of tenders.
- Achieved 60% average booking ratio on competitive corporate surveys
- Achieved 70% average take up on transit insurance
- Achieved 85-90% average client satisfaction ratio
- Achieved 90-95% average survey accuracy
- Preferred corporate surveyor for key accounts, such as JP Morgan, Deutsche Bank, ABM AMRO, Zurich, Exxon Mobil and Caterpillar
- Supervised / mentored team of 5 corporate surveyors

#### **Smartmoves (London City Car Club)**

Project Manager

April 2003 - January 2005

#### **Key Responsibilities:**

- Coordinate set-up and development of the London City Car Club, a cutting edge government-funded sustainable transport initiative. Managing 2 sales staff and 2 operations staff
- Negotiate with the 7 London Boroughs participating in the London City Car Club Consortium regarding the provision of on-street parking places. Present update reports regarding the schemes development at bi-monthly consortium meetings. Present expansion plans to Transport for London
- Developing marketing initiatives in raising the public awareness of the City Car Club and membership recruitment. Representing the City Car Club at trade fairs, local festivals and environment awareness campaigns. Working with local resident groups in creating a pull demand for City Car Club provision
- Liaising with local resident groups in identifying potential City Car Club parking bays. Liaising with council departments, media, resident groups and other external parties regarding events surrounding the launch of new City Car Club bays across London

- Working with marketing and press agencies regarding design, production and distribution of marketing material. Update the company website with promotions, new releases, etc.

**Key achievement:**

- Increased the City Car Club fleet from 5 to 30 cars while accomplishing a membership increase of 10% per month and driving the company from government-funded to profitable corporate

**General Motors (Vauxhall)**

Customer Services Consultant  
September 2002 - April 2003

**Key Responsibilities:**

- Assist existing and potential customers with queries and complaints regarding warranty, vehicle specification, launch dates, promotional activities, etc.
- Communicating with the public on the telephone, via e-mail and through formal letters
- Liaising between customer, Vauxhall dealer and Vauxhall departments as appropriate
- Maintaining full case history dates on all enquiries

**Key Achievements:**

- Successfully avoided complacency in the company's response to customer complaints by actively urging departments and dealerships to reconsider initial decisions and simply going the extra mile.
- Accomplished a high customer satisfaction rate, despite a decision not always being in their favour.

**NEDVAN (Berg Moving Intl.)**

Project Manager  
January 2000 - September 2002

**Key Responsibilities:**

- As the basis for my thesis, I completed full market research in developing a comprehensive Strategic Marketing Plan regarding the company's International Household Goods Moving activities
- Execute key elements of the marketing plan following graduation
- Project managed large office and commercial moves from pre-move survey through to after care
- Supervised up to 30 staff members in a shift pattern
- Liaising with clients project team and decide on time-lines, move sequences, floor plans, etc.
- Coordinated international and intercontinental household goods moves from pre-move survey through to after care
- Extensive hands-on experience in (export) packing, domestic and intra-European moves

**Key Achievements:**

- Accomplished a first B.A (Hons) in International Marketing Management and contributed to the company taking significant steps towards further specialising its activities and benefiting from niche opportunities.
- Gained BAR equivalent operational qualifications in domestic and international moving

### **East Staffordshire Borough Council (Job Link)**

Marketing Officer

August 1998 - March 1999

#### **Key Responsibilities:**

- Responsible for developing the Job Link schemes marketing and promotion material
- Organising direct mail and mail-shot campaigns. Planning advertising and organising walk-in events
- Developing and maintaining database of jobseekers and employers
- Encouraging businesses to invest in local people by offering subsidised training programme in return

#### **Key Achievements:**

Successful work placement contributed towards obtaining a first B.A. (Hons) in International Business Studies.

### **EDUCATION:**

#### **International Business School Breda, The Netherlands**

B.A. (Hons) International Marketing Management

1996 - 2001

- Leading Dutch University first to introduce the problem based learning concept where students working in weekly task groups are putting theory to practice. Following submission of the assignment, students present their findings to teachers and fellow students
- Aside from traditional business subjects such as: accountancy, law, marketing and promotion, the course included obligatory study of German and Spanish. The course was entirely taught in English
- Following completion of year 2, the best performing students were offered the opportunity to undertake a sandwich course abroad in view of obtaining a dual degree
- The programme was completed by a 6-month thesis-based work placement. Following submission of the thesis, it had to be 'defended' in front of an examiners commission and presented to the directors of the host company

Achievement: Graduated with a first B.A. (Hons) degree in International Marketing Management.

#### **International Business School Derby, UK**

B.A. (Hons) International Business Studies

1998 - 1999

- Derby University is a relatively new institution with a progressive Business School
- Aside from studying traditional business subjects such as: (services) marketing, tax, law and promotion, the course included obligatory study of German and Spanish
- The exchange programme comprised of a sandwich course, thus entitling graduates to a full credit degree
- Upon completion of the first term, students were required to undertake a full-time work placement for duration of 6 months.

Achievement: Graduated with a first B.A. (Hons) degree in International Business Studies.

**OTHER:**

- Native Dutch speaker
- Fluent in English
- Advanced knowledge of German
- Intermediate skills in Spanish

**REFERENCES:**

Available upon request