

MARCEL KROEZE

GENERAL MANAGEMENT, STRATEGIC BUSINESS DEVELOPMENT, VALUE ENABLING

EXPERIENCE & ACHIEVEMENTS

Owner / Interim manager and consultant

December 2013 - Present | FRUXIUM AB, Stockholm, SE
FRUXIUM AB supports companies that face strategic new business development- or general management challenges with hands-on interim management, leadership and strategic consulting services. Currently assisting OKQ8 with building a business model for an Energy Management Solution, developing a strategic partnership with a leading energy provider and synching the strategy for solar, storage and e-mobility initiatives.

Director, Head of Deployment - Autonomous Solutions

August 2020 - July 2022 | Scania CV AB, Södertälje, SE
Setting up activities and heading the deployment unit from scratch. Initiating activities around creating structure, co-operation with R&D for Autonomous Solutions besides preparing the start of legal entities on specific markets. Leading the strategy development for a specific market.

Director, Head of Sustainable City Solutions - Venture Business

January 2018 - August 2020 | Scania CV AB, Stockholm, SE
As a corporate incubator / accelerator, our mission is to develop sustainable solutions for the pain points of fast-growing cities, related to transportation of people, goods and waste. Working as an agile/diverse team, together with partners (e.g. VW Group) we developed learnings, new business models and new revenue streams. Initiatives include the development of e.g. a Biofuel producing Joint Venture, a MaaS service, and a Digital Employee Mobility Operator. I was also involved in, and lead taskforces related to the potential acquisition of other companies.

Managing Director

January 2016 - January 2018 | Nobina Technology, Stockholm, SE
Nobina Technology is a market leading innovation start-up for the development of new mobility solutions. Responsible for strategy, establishing and growing the company. Achievements include: development of solutions around connected and self-driving vehicles <https://www.nobina.com/sv/nobinatechnology/sjalvkorande-bussar/>, development of a travel planner <https://travis.se/>, new business models for Mobility as a Service and using data from mobile phone networks to create insight for new services. Building partnerships with e.g. Ericsson, Telia and Scania.

SVP, Area Head of Marketing & Sales, North Europe

November 2012 - December 2013 | Panalpina, Stockholm, SE

Director, Head of Planning & Production Purchase

October 2010 - September 2012 | Green Cargo, Stockholm, SE

CONTACT



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CAREER OBJECTIVE

I am passionate about generating value by building teams and initiatives and am especially interested in **general management challenges on the intersection of strategy, business development & sales, sustainability, tech and innovation.** Colleagues describe me as an 'intrapreneur', a 'real team player' and as a 'doer of things that need to get done'.

I can offer 25 years of lessons learned from creating value in complex service- and technology driven industries throughout Europe and beyond. I have built and led teams of up to 40 people, within strategic business development, innovation, sales, operations, and consulting in incubator/accelerators, matrix-, line- and project organizations, in -and with- start-up companies and large multinationals.

Director, International Business Development

August 2008 - September 2010 | Green Cargo, Stockholm, SE
Activities included coordinating the implementation of a joint venture between Green Cargo and DB Schenker. I headed the team that developed and sold the international services for this company. I also renegotiated a strategic cooperation agreement with DB Schenker.

Business Development Manager

April 2005 - July 2008 | ProRail, Utrecht, NL
In 2005 I was tasked with setting up a Strategy, Business development and Innovation unit. Main focus: value creation by using current assets and by developing new products, services and markets. I managed several initiatives, and we delivered growth by developing new service concepts, such as a web-based / mobile solution that aimed at providing travelers with insight on the consequence of choices such as costs, travel times and environmental impact. I initiated a program where unused infrastructure was transformed into wind energy parks and real estate. This profit center was then spun off as a separate unit with 7 persons and profits were reinvested in the infrastructure. I also prepared a proposal for redesign of the ProRail corporate strategy.

Program Manager / Head of Training

April 2002 - March 2005 | ProRail, Utrecht, NL

Director, Sales & Marketing

April 2001 - January 2002 | The Big Picture, E-business Strategy Consulting (Start-up), Amsterdam, NL

Area Manager Europe, International Consultancy

April 1998 - March 2001 | KPN Telecom, EU

Project Manager & Consultant, International Consultancy

July 1997 - December 1999 | KPN Telecom, EU

Account Manager, Network Construction

April 1995 - July 1997 | KPN Telecom, Den Bosch, NL

BOARD ROLES

May 2018 - Aug 2019 | Barkarby Science AB, SE

Nov 2010 - Sep 2012 | NTR AB, SE

Dec 2005 - Apr 2007 | Rail Cargo information Netherlands, NL

LANGUAGES – PROFESSIONAL LEVEL



EDUCATION

Board Certificate

August 2021

Board Company, Stockholm, SE

Driving Strategic Innovation

September 2019

MIT Sloan Executive Education, Boston, USA

Strategic Business Development

December 2007 (master 50%)

Groningen University, Groningen, NL

General Management

December 2000

IMD Executive Education, Lausanne, CH

Polytechnic, Business Management Bac.

January 1995

HEAO, Business Economics, Groningen, NL

SKILLS

- International General Management
- Value Creation & Intrapreneurship
- Leadership & People Development
- Strategic Business Development
- Innovation Management
- Strategic Partnerships
- Project Management and Development

DRIVING FORCES

