

Gerrit.

GO GETTER
GENEROUS
ORIGINAL & INVOLVED

YOUR GATEWAY
TO EUROPE

You can find me
Making Hikes
Creating connection to drive profit

*Think,
Plan,
Act!*

“
**I help textile related US based
mid-sized manufacturing
companies expand their
business to Western Europe**

Ask me about my latest projects and assignments and I will tell you passionately about introducing new products and systems into Europe. And about the joy I experience in expanding sales organizations across Europe as much as managing global product development projects.

**“TO GET A SENSE AND
TOUCH OF THE BUSINESS
DRIVE OF THE PEOPLE
BEHIND THE PRODUCT
THAT IS WHAT I DO”**



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**Let's challenge
each other to
achieve
GREAT SCORING
results**

I see untold and unfulfilled potential in transatlantic business opportunities. Potentially wildly successful products and business services from the US languish in niche markets over here. Many US businesses fail to position and sell their products and services into overseas mainstream because of a lack of insight in European markets and access barriers. This challenge for US businesses limits opportunity to realize success in one of world's most attractive market places. That is where I come in: I revel in the challenge of assisting US companies to navigate their entry into the European market to achieve great scoring results.

What I do in my role as your local partner: I evaluate the viability of your business concept for entry into the European market by spending time and effort with my counterparts at your organization. First to understand your aspirations and expectations for entering markets on this side of the ocean and to learn what the core of your activity is. Even more important to me is to get a sense and touch of the business drive of the people behind the products and business concepts you want to bring to market. By exploring the why of my counterparts I learn in detail about your products, systems and services you bring to market. In close interaction I challenge my counterparts to discuss the way their products and services can be best sold into the European market. Not questioning any proven state of quality but to experience whether synergetic creativity leads to an export model tailored to the business purpose of my clients and partners planning to expand in Europe.

My aim with this magazine is to let you know who I am, why I am passionate about transatlantic business relationship development and how I bring my talent and experience to benefit those I work with. But more importantly, I hope to challenge you to discuss your European business expansion plans with me!

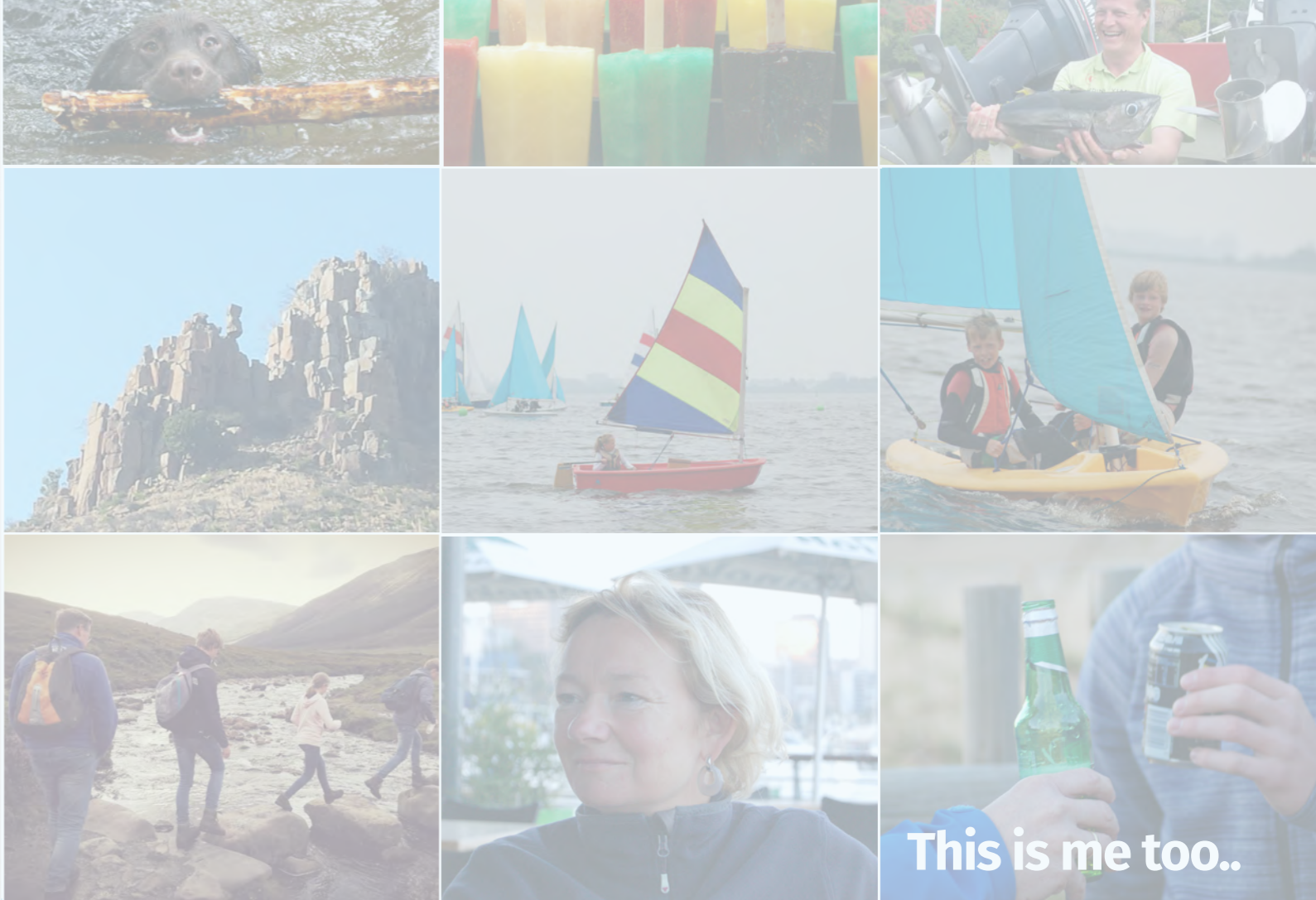
I look forward to helping you to realize your European business growth.

Gerrit Dortland

Connects & Creates

THAT'S ME!

ORIGINAL INVENTIVE THINKER



This is me too..

Sportive | Enjoying to dine out | Wine fancier | Coffee lover | Hiking | Field hockey | Spinning/ATB | Skiing | Quarterly walker with father of 80 | Holiday Reader | Spiritual | Believer | Quick 20 soccer coach | Kingsday party organizer | Family man | Enjoyer of going out with friends | Traveler | BBQ-er

Innovation is often referred to as the great ideas that present a major game change to an industry. At times that is what happens; think only about the current global conversion of fossil fuel generated motors to electrical driven engines often powered by renewable energy. In my experience most innovations are less breath-taking, and not seldom just small tweaks into a production process or an addition to a product feature. Although less of a showcase to bark about these small innovative steps help businesses to grow and to improve their product offering. I am triggered by working with people who have improvement in small or larger steps "built into" their mindsets and daily practice. You'll find me smiling when one of my ideas leads to improving a product or service.

PRAGMATIC, RATIONAL HARD WORKER

Converting ideas from the drawing table to marketable concepts of products and services generating sales certainly require the ability to think, plan and act at varying levels of abstraction. What I have experienced is that in many cases the efforts required to successfully implement the next step in each phase to transform an idea into a plan, to make a product based on that plan and to generate market and sales for that product are underestimated. Each single step requires dedication pragmatism and hard work by those responsible for that step. Also will it require persistent commitment of the assigners to provide the organization and budgetary back up for each step.

BELIEVING IN TRUTH

At times when a new development materializes in a marketable product concept, a partnership yields into fruitful cooperation or a business deal gets done I feel at best. It often takes the best of shared creative thinking along with a practical approach, joint effort and endurance to spark momentum to convert ideas into successful businesses. For me the base of each successful business relation is to think and act trustfully and truthfully on an agreed venture.

IMPLEMENTER OF CHANGE

New emerging technologies providing opportunity, volatile markets and business dynamics. These require agile organizations to adapting swiftly, driven by people implementing the elected change strategy into action. Some of us see a threat in every call for change, I am realistic about change its positive and sometimes negative sides associated with risk and organizational changes; change is there and it requires acting upon consistently. I naturally search for the opportunity in each change, either anticipated and foreseen or presented overnight

WHAT YOU NEED TO GROW YOUR EUROPEAN BUSINESS

Understanding
Every EU countries' culture comes with its own standards and way to do business.

Talent
Selecting staff and partners close to your customer's playground is key to success.

Guts
The will to challenge yourself, your products and services to adapt.

Gerrit *THROUGH DIFFERENT EYES*



RICHARD VAN HET BOLSCHER
Former director Tebodin Ukraine
Current director POS Media Group Europe

Working as a director for Tebodin Ukraine, a multidisciplinary engineering and consultancy company, Gerrit joined our team in Kiev in 1996 and within the first months became head of our commercial department.

In this role he had an imported impact to the sales growth of Tebodin Ukraine acquiring and working with clients as Philips, Cargill, Philip Morris, Obolon Beer brewery, EU institutes running technical support programs and the Dutch development support agency Senter. During the term of his work in Ukraine the

company grew significantly in turnover and number employees.

Gerrit was responsible for the establishment of Tebodin's temporary branch offices in Kharkov and Odessa.

**GERRIT IS A DYNAMIC
ENTREPRENEUR, SHOWING
DEDICATION**

I came to know Gerrit as a dynamic, entrepreneurial person taking business initiative and showing dedication in the fulfillment of the responsibilities assigned to him.



WILSON HARVIE
Former Global Business Development
manager TenCate Geosynthetics
Global Sales Manager J•Drain JDR Enterprises

Gerrit joined my team in 2008 in which year we introduced the Geodetect in the US and launched our worldwide marketing efforts to promote this innovative geomonitoring technology.

Gerrit mastered the technical concept and became responsible for the market introduction of the system in Europe in which he focused on the application in roads and railways, retaining walls and dykes, canals and basins as well as waste dumps. He has a curious mindset towards innovations and possesses a good understanding or cultural differences on which he acts with flexibility.

He's an initiator with a nature to challenge customers to convert to buy into new business concepts. Examples successful implementations during the term of his assignment are the monitoring piled embankment systems in Germany, a bridge abutment in Austria a landfill monitoring project "Volgermeerpolder", a quay wall in Rotterdam and the Dike monitoring project IJkdijk in the Netherlands.

**HE HAS A CURIOUS
MINDSET WITH A NATURE TO
CHALLENGE CUSTOMERS**

I have had the privilege of working with Gerrit over many years in various roles. He is an astute manager to successful develop customer relationships, create new business opportunities, and work in multi-cultural environments. His extraordinary ability to analyze and develop an idea or initiative into a commercial success was invaluable.

**HIS EXTRAORDINARY
ABILITY TO ANALYZE AND
DEVELOP AN IDEA OR
INTO A COMMERCIAL SUCCESS
WAS INVALUABLE**



JOHN HENDERSON
President TenCate
Geosynthetics Americas



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**We rise
by lifting
others**

Robert Ingersoll



GET IN CONTACT TO
SET UP YOUR SALES IN EUROPE
MARKETING PLANNING
BUSINESS DEVELOPMENT
Plan and Realize Product Assembly
PROJECTMANAGEMENT