Patrick van der Valk

Experienced Startup Executive

Summary

Ample experience in fast growth start-ups, bringing in a broad skill set to get things done and build solid foundations. Created, and worked for start-ups in the US, Canada, and Portugal. Highly professional, creative, pragmatic, analytic, execution oriented.

Specialties

Fast growth start-ups, strategy, marketing, operations, (event) organization, execution.

Experience

Executive Consultant to the CEO at Archimedes Inc. (San Francisco, February 2007 - Present) Leading a broad range of projects, including:

- Creation of company management overview Mapping out all high-level organizational needs, projects, and dependencies to set priorities, assign ownership and improve operational efficiency
- Leading all marketing activities Planning and coordinating webinars, press releases, presentations, interviews, collateral creation, online marketing, direct mailings, sponsorship, print ads, and the website upgrade.
- Creation of the strategic plan Working on Vision/Mission of the company, a full
 internal assessment, and gathering market data. Developed a software model that
 accepts subjective knowledge input from the management team as well as objective
 market data to determine the best strategy.

President of the World Beach Ultimate Federation (International, December 2000 - Present)

- Founded the organization in 1999
- Organized the World Championships in 2004 and 2007
- Organized the 1st European Championships in France in 2008
- Organized the 1st Asian Championships in 2009
- Created a sponsorship guide for tournament directors
- Created marketing material

Chairman of the Spirit of the Game Committee at the World Flying Disc Federation (International, February 2007 - Present)

• Leading a group of 10 volunteers to develop a Spirit of the Game scoring system for Ultimate and Beach Ultimate that has been adopted in 30 countries worldwide.

Business Consultant at Innovation Capital (Lisbon, July 2006 - January 2007)

 Wrote the business plan, marketing plan, strategic plan, and financial plan for a new company that would sell location GPS devices to consumers. • Performed and analyzed market research to determine competition, consumer adoption, and online and retail sales forecasts.

Head of Planning at 2020 (Lisbon, June 2005 - June 2006)

- Responsible for project management, reporting, and day-to-day operations of the company.
- Implemented open source project management software.
- Brought numerous (online) solutions to assist the sales and creative teams to meet objectives for clients such as Delta Cafés, Optimus, TMN, and EMI.

Business and Marketing Consultant at Stabvida Lda (Oeiras, March 2005 - May 2005)

• Wrote the marketing and the business plan and wrote detailed recommendation reports to improve products, services, and online presence.

VP Operations at Inoveno (Lisbon, May 2004 - October 2004)

 Streamlining operations in Sales, IT, and Content departments. Responsible for international content procurement. Implementing Salesforce.com (CRM tool)

Founder Digital Memories Portugal (Lisbon, September 2003 - May 2004)

- Responsible for launching a new service for the Portuguese event market: multimediarich memories.
- Set up sales, marketing, and business development.

Strategic/Marketing Consultant at various companies (January 2001 - January 2004)

- Base Base Corporation A network company (San Francisco, October-January 2004)
- Artafact Inc A marketing research tools supplier (San Francisco, Nov 2002)
- 3Rings Technologies Inc A network company (Houston, September-October 2002)
- Shipping-direct Lda An chartering marketplace (Oeiras April-October 2001)

Chief Marketing and Commercial Officer at YDreams (Lisbon, January 2002 - August 2002)

- Expanded company offerings internationally.
- Created a national and international sales group.
- Setup business partnerships with foreign corporations.
- Established the company's market position and brand, while streamlining products and solutions.

Founder and VP Online Operations and Marketing at ChemConnect Inc. (San Francisco, March 1996 - January 2001)

- Permanent member of the strategy team
- Coordinated and managed the online operations and marketing department
- Managed the online marketing team that implemented and optimized a \$500,000 marketing plan, which resulted in a 60% reduction in customer acquisition cost by using focused online marketing techniques

- Ensured that company goals were met for service and sales by developing and implementing online communication policies
- Coordinated corporate branding with website design and user experiences
- Hired, trained, and supervised website design and usability professionals, as well as customer service representatives
- Responsible for developing content and negotiating contracts with content providers
- Responsible for customer behavior analysis to track and optimize website usability
- Analyzed processes for developing online trust, reputation, and business communities

Founder BioMimic (Toronto, January 1991-May 1995)

Performed Molecular Modeling projects for research groups

Recommendations

"Patrick is sharp, hard working, detail oriented and one of the most motivated and engaged colleagues I have worked with. He has a broad range of skills and can apply them to many facets of an organization. On top of all that, he is also a pleasure to work with."

— **Denise Bray**, Director of Human Resources, Archimedes, Inc.

"Patrick worked for us to develop a business plan for a new company. We just gave the idea and he did the rest: investigating, analyzing and reporting the best business model for the company. He understands all aspects needed to run a company, can think strategic, and just gets things done, and done well."

— Tiago Borges, Board Member, Innovation Capital - SGPS,

"I highly recommend Patrick to be a member of any team. He is a crucial element in brainstorming sessions. Can listen, discuss and summarize in easy steps what has been discussed. Patrick is a natural leader/organizer, he knows how to take command and make things happen, on time."

- Nancy Brito, Owner, 2020,

"Patrick had the great capability to see the whole picture, to grasp the business needs in a very short period of time. Then a strong ability to translate the requirements into courses of action, setting up relevant goals and making the operations team work towards the defined objectives. I highly recommend him for any operations management position regardless of business sector."

— Håkan Hansson, CTO, Inoveno Multimedia,

"Patrick is one of the smartest, most talented business operators and online marketers I know. He is dedicated, ethical and knows how to get things done. Typically Dutch, he is open minded but clear in his views and is direct in expressing exactly what he thinks... which I highly value in a business partner"

— John Beasley, Co- Founder and Chairman, ChemConnect

Education

• York University Toronto - Canada M.Sc. Synthetic Chemistry. September 1990 - September 1992

• Van Leeuwenhoek Instituut Delft - Holland B.Sc. Organic Chemistry. June 1986 - January 1990

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