

## JAN DE BRUIJN

“One of the things I find truly inspiring is stimulating people to improve by helping them see their world from a different perspective.”

I help senior executives analyse their environment and challenge them to develop alternative strategies by asking both banal and provocative questions. I also challenge them to look through different perspectives with a view to garnering clearer insights. Armed with these, it becomes easier to identify where change needs to occur and then distil concrete actions to support those changes. Powerfully and durably.



### Experience

Jan has held worked extensively in the financial investment world. First working as a private investment manager, he was responsible for acquisition of several companies and interim management. He then moved to the public sector working for the Dutch Ministry of Finance as deputy head of the Financing Directorate concerned with state involvement with structured finance of companies and public-private partnerships. In 1996 Jan joined Alpinvest Holding, a leading Dutch private equity firm, as senior investment manager, during which time he developed specialist skills on the emotional aspects of deals- for instance with family owned businesses- and with companies which had severe financial/managerial problems.

In 2001 Jan set up a private venture capital fund, also providing corporate financial and strategic consultancy. He worked as a managing director or financial director of several small to mid sized, and start up companies.

Jan is well known as an extremely able financial consultant but in addition it is his people skills that have earned him the trust of entrepreneurs, managers and board members. His work has been following his own interests and developing into coaching.

Jan knows first-hand what creates added value to any organisation. He is convinced that it comes primarily from maintaining healthy management teams and leaders, and this is where coaching becomes essential. When the top executives at the highest levels address the need for personal development and change, the impact on the entire organisation can be tremendous. They can generate and preserve great value for their organisations.

Jan is married with a son and a daughter. He enjoys running, cooking and travelling. A lifelong lover of Brazilian music, Jan is also an avid horseman, sailor, and photographer.

### Professional Expertise

Jan has advised both executive and non-executive board members, CEO's of family owned and publicly traded companies. He has also consulted to bankers, investors, and senior level civil servants.

Jan advised managing directors, owning a company, in developing scenarios regarding the future and helped them to make clear choices.

Jan coaches in Dutch and English.

### Education & Associations

Industrial Engineering & Management Science  
University of Technology, Eindhoven  
RSM Business Valuation, Erasmus University,  
Rotterdam

Manager, Reiss & Co.

Deputy Head of Department for Project and  
Company Financing (Ministry of Finance)

Senior Investment Manager, Alpinvest Holding

M&A Director DSB Bank

Managing and Financial Director assignments ad  
interim

Advisor and supervisory board memberships

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