



## Operating Plant and Systems Professionals

Inc.

'Your Increased Profitability is Our Bottom Line'

### **HANS G. WOUDBOER** **SENIOR PROCESS INDUSTRY CONSULTANT**

#### **CAREER PROFILE**

Accomplished business improvements with strong leadership on opportunities and change management. Established methodologies for rapid business modeling, a systemic analysis for improving costs. The methodology is applicable to any business and is in itself a best practice process.

Led various substantial improvement projects with significant returns on investment.

Exxon president award winner for a 30% cost reduction and reengineering project.

Examples of leadership and of design for operational and business improvements:

- Secured new product line for Cologne Site vs other competitive Exxon sites in Europe
- Foundation and leadership of a successful new product line at Exxon Chemical Cologne, a new technology of a highly profitable and sustainable business
- Patent holder of an extruder functionalization process
- Leader of various reengineering projects at Exxon Chemical
- Managing Director of a JV for elastic blown films- and cast lines between Exxon and BP
- Management and leadership experience in a variety of businesses: operation and improvements of hydrocarbon product processes, marketing support of all Exxon chemical businesses in Europa and in close liaison with the US
- Very talented in turning any business into a multi-dimensional business model by RapidBusinessModeling, reflecting the true relationships by cost and revenue, hence profitability
- Sensitive to foreign cultures, social aspects, operating and business conditions and practices

#### **PROFESSIONAL EMPLOYMENT**

##### **RapidBusinessModeling**

**2004 - Present**

Owner and Founder, management consultancy firm for increase in customer profitability via a new methodology of Business Modeling- solution. Substantial resources devoted to the software development and improvement.

Significant learning phase to understand state-of-the-art business processes.

Projects conducted for Kuwait Petroleum Antwerp, Brewery Haacht in Belgium, substantial distribution cost model developed for Calpam in Brussels for periods from 2007 to 2011.

Evonik Pricing Suite, developed and deployed on the basis of RapidBusinessModeling's systemic analysis and potentializer technology.

TGI glass factory, customer profitability improvement business model developed and deployed for 2007 - 2010.

Significant profitability improvement in the range of greater 5% of revenue under development.

Various other smaller projects carried out.

## **ExxonMobil Chemical**

**1977 - 2004**

### **Business Advisor European Headquarter in Brussels (1999 - 2004)**

Marketing and business modeling support for customer profitability improvement initiatives across all Exxon Chemical business lines.

Internal consultancy in support of a new business initiative to ramp up profitability of each business line by utilizing the concept of activity based costing combined with modern business intelligence software solutions. Strong teamworker within the international marketing group. Developed various new concepts to turn a business more rapidly into increased profitability.

### **Managing Director Telasto Folien GmbH -Exxon BP JV (1995 - 1999)**

Blown Elastic Film and Cast Film operation inside a BP plant

Led various technical and business improvement initiatives in close and direct relationships with the down stream customers as well as improving the compounded feed in close cooperation with various suppliers. Technical improvements and initiatives such as statistical process control, productivity increase, capacity de-bottlenecking. Led de-solving Telasto Folien business including all assets after the mother's company decision of selling the business was reached.

### **Plant Manager, Exxon Chemical (1985 - 1995)**

Secured new product line for Cologne Site vs other competitive Exxon sites in Europe

Foundation and leadership of a successful new product line at Exxon Chemical Cologne, a new technology of a highly profitable and sustainable business.

Patent holder of an extruder functionalization process.

Utilized plant as a marketing instrument becoming a marketer working in manufacturing.

Led TQM initiative implemented and utilized across the site.

Strong believer of Statistical Process Control implemented within the plant and became early adopter of the 6 Sigma theory.

Led initiative to become the 1st ISO 9000 certified Exxon Chemical plant.

Strong supporter of a Safety Health and Environment program for the Cologne site.

### **Feed Supply Purchaser, Exxon Chemical (1983 - 1985)**

Responsible of purchasing of steam cracker feed directly at the market, while optimizing supply demand values via a sophisticated 10,000 variable dependencies for steam cracker model. Sales of Tar to the carbon black-market.

### **Operation manager, C4 +Plant (1981 - 1983)**

Led initiative to improve productivity significantly by up to 30%, despite mature operations.

### **Operation manager of the night, Exxon refinery and chemical plant (1977 - 1980)**

Management apprenticeship position in support of management, outside normal working hours.

## **EDUCATION**

**University of Technology RWTH**, Aachen, Germany

Master Chemical Engineering (Dipl.-Ing.) (Grundlagen des Maschinenbaus mit Anwendung Verfahrenstechnik, Medizintechnik)

**University of Technology Fachhochschule**, Aachen, Germany

BS Engineering: Design of Engines (Ing.) Triebwerksbau