



## RUUD STEENHUISEN

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### PROFILE

Native speaker of English and Dutch, and fluent in German, Spanish and Portuguese.

Vast translation experience in translating following in writing as well as direct interpreter:

Dutch>English - English>Dutch (Netherlands)  
Dutch>Spanish - Spanish>Dutch  
English>Spanish - Spanish>English  
Dutch>German – German>Dutch  
English>German – German>English  
English>Portuguese – Portuguese>English  
Dutch>Portuguese – Portuguese>Dutch

### EXPERIENCE

05/2010 – present

#### **Translation Services on Free-lance basis**

Geilenkirchen and Düsseldorf, Germany

10/2017 – present

#### **Optronics**

Hohenfels, Bayern, Germany

- Interpreter for NATO during military exercises
- Supervisor of Civilians on the Battlefield

07/2017 – present

#### **Zentrum für Schuldenhilfe**

Düsseldorf, Germany

Representative of the company to provide help to individuals with debt.

- 05/2017 – present**      **Owl Virtual reality Solutions GmbH**  
 Düsseldorf, Germany  
 Representative of the company in Germany. Develops VR and AR solutions in Hardware and in Software (Apps).
- 7/2014 - present**      **Marketing & Sales Consultant**  
 Düsseldorf, Germany
- Consultant in promotion for The Revue Boney M. Show and Le Clan des Divorces from Paris, France.
  - Advising new projects in The Netherlands and Belgium, how to attract more German tourists.
- 12/2011 - 6/2014**      **Roncalli´s Apollo Varieté**  
**Position: Interim Theater Director**  
 Düsseldorf, Germany
- Responsible for managing the theatre with 50 FTE´s, B2C Marketing & Sales, B2B Sales, the Call-Center, Ticketing, Restaurants & Bars, Financial Reporting, Operations, show planning und Show production.
- 01/2009 - 12/2011**      **Business Consultant Marketing & Sales**  
 Geilenkirchen DE, Aruba, Amsterdam NL
- International Management, Marketing and Sales consultant for Leisure & Entertainment.
  - Management of Mr. Jazz Restaurant & Jazz Club in Aruba.
- 02/2007 - 12/2008**      **Hommerson Casinos**  
**Managing Director**  
 Scheveningen, Netherlands
- Director of 8 Casinos with 150 Full-Time Employees.
- 05/2001 - 11/2006**      **Holiday on Ice Productions B.V.**  
**Managing Director**  
 Amsterdam, Netherlands & Hamburg, Germany
- Responsible for the company with 250 figure-skaters and 100 FTE´s.
  - Responsible for marketing & sales and Business Development of 5 shows around the world.
  - 2002 – 2004 Holiday on Ice Deutschland.
  - 2004 – 2006 Holiday on Ice Productions worldwide.
- 12/2000 – 04/2001**      **E-Commerce Consultant Imagen Virtual**  
 Lisbon, Portugal
- Consultant for new E-Commerce Systems based on Oracle.

11/1993 - 11/2000

### **PolyGram Music / Universal Music**

Netherlands, Brazil, Portugal

#### **1. General Manager - Universal Music Portugal SA,**

Lisbon, Portugal. July 1997 - November 2000.

- Responsible for Marketing, Sales, Operation and Finance.

#### **2. Project Director - Direct Marketing Club for PolyGram International,**

Sao Paulo, Brazil. September 1996 - June 1997

- Project director of a newly formed Joint-Venture in Brazil between PolyGram Music and Abril Group.

#### **3. General Manager - Music Plus V.o.f., De Meern, Netherlands.**

November 1993 - August 1996

- Responsible for the start-up of a new Joint-Venture between the record companies PolyGram Music, Sony Music und Warner Music, including Call-Center, Data Entry, Logistics and Marketing & Sales, as well as negotiating contracts with all major record companies.

01/1990 - 10/1993

### **Diners Club International**

#### **Marketing & Sales Director**

Amsterdam, Netherlands

- Responsible for Marketing & Sales Team.

09/1986 - 12/1989

### **Nestlé de Panama**

#### **Senior Brand manager**

Panama City, Rep. of Panama

- Responsible for Cereals and Baby milk for Central America.

06/1985 - 08/1986

### **Citibank Consumer Bank**

#### **Marketing & Sales Manager,**

- Responsible for marketing & sales and managing 7 retail branches.

02/1982 - 05/1985

### **Sherwin-Williams Paints of Panama**

#### **Marketing & Sales Manager.**

Panama City, Rep. of Panama

- Responsible for marketing & sales and Key Accounts.

## EDUCATION

- 09/1980 - 12/1981**    **Master (MBA) in International Management**  
**American Graduate School of International Management**  
Glendale, Arizona, U.S.A.  
Specialized in market analysis and international management.
- 09/1976 - 06/1980**    **Bachelor of Science in Business Administration**  
**Bowling Green State University**  
Bowling Green, Ohio, U.S.A.  
Specialized in Marketing & Sales.
- 09/1970 - 06/1976**    **VWO/Gymnasium**  
**Colegio Arubano**  
Oranjestad, Aruba

### Further education and training:

- 1993    PolyGram Music Entertainment Marketing Course – London  
School of Business, London, UK.
- 1988    Nestlé Marketing and Advertising Course II - Vevey, Switzerland
- 1987    Nestlé Marketing and Advertising Course I – Sao Paulo, Brazil
- 1986    Citibank Financial Services Marketing – St. Louis, Missouri, USA
- 1985    Citibank People Management – Antwerp, Belgium
- 1985    Peat, Marwick & Mitchell Strategic Management Course,  
Rep.of Panama.

## SKILLS

### Languages:

Dutch (Netherlands)	Native Speaker
English	Native Speaker
German	Fluent
Spanish	Fluent
Portuguese	Fluent

### IT:

MS Office  
Adobe Photoshop Graphic Design  
Website Design  
Video Editor  
Social Media Marketing

### Business Skills:

Very strong financial acumen  
Direct Marketing  
Online & social media marketing  
Creative advertising  
Market analysis  
Budgeting & planning  
Recruiting and coaching of top marketing, sales and PR teams