

# Back2School

## CV Marcel Kesselring

(Marcel.Kesselring@gmail.com)

### Personality:

Enthusiastic, open & direct

### Values / Beliefs :

Quality of life  
Making a difference  
Can do!



### Loves :

Family life  
Running (Marathons)  
Popquizes

### Dislikes :

"We always do it like this, so why change?"

## Experience

### Summary

Experienced knowledge manager - with a deep knowledge on how to manage and share knowledge best on global/local scale. Good understanding of global/local businesses and knows how to translate business requirements and knows how to embed portal/web 2.0 into organisations in practical & creative ways - using marketing skills & techniques. Knows where to add value to organisations. My goal is to help organisations to achieve their business/organisation goals by making best use of portals and web 2.0 (eg. Blogging, Wiki's.....) - increasing penetration and usage of new and existing knowledge management channels.

### Specialties

Knowledge Management, Content Management, Marketing, Web 2.0, Networking, Social Networking



"Can do! Met open vizier altijd zoekend naar oplossingen,  
niet over de muur gooien maar laten landen!"

Marcel Kesselring



## Experience

### Consultant at Proven Partners

◆ January 2008 – Present (Den Hague, NL)

**Red Cross** Hired Marcel as ICT Intermediate, Project Leader and Web co-ordinator

*Advising, coaching on strategy & direction of Webteam. Implement, manage new internet/extranet developments eg. <http://rodekruis.tv>, Media Library and First Aid Portal (<http://1ehulp.nu>).*

**Heineken International** hired Marcel as consultant

*Advising, guidance on launch of Heineken Brand Portal and putting processes in place to run Brand Portal*

**Theodoor Gilissen Bankiers** hired Marcel as consultant

*Advised on web developments intranet, extranet and internet*

### Unilever

◆ Jun 1991 – December 2007 (NL)

**Global Knowledge Manager Marketing Foods at Unilever** ◆ October 2005 – Present (Rotterdam, NL)

Marketing Excellence - Marketing@unilever

*Responsible for knowledge management/brand stewardship programs Knorr, Bertolli, Calve. Brand Stewardship Management - connecting marketers globally and making sure they know about the latest brand thinking, developments, best practices and successful activation across countries and regions, brands and categories. Guiding and teaching people about their brand essentials, guidelines and learnings. It is about bringing together ideas and understanding. Marketing@unilever (intranet) is the primary channel to deliver Brand Stewardship.*

*Project Leader, Teamspace Migration – leading migration from external database to the Unilever Portal.*

**Global Content Manager at Unilever Foods Category**

◆ January 2002 – September 2005 (Rotterdam, NL)

Content Manager Unilever Health Institute & Global Foods Communication - Food4Life

**Global Content Manager at Unilever Knowledge Management Group**

◆ January 2000 – December 2002 (Vlaardingen, NL)

Content Manager for Unilever Knowledge Management Information Centre.

**Biochemist at Unilever R&D**

◆ 1991 – 1999 (Vlaardingen, NL)

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## What other people say about Marcel:

*"Marcel is an expert in his job as "Marketing knowledge manager". He helped me really well when I was assigned to develop a Brand Portal for Heineken International. With his indebt knowledge to turn a web 2.0 application into practical solutions, He really helped me to understand to see the opportunities and solutions in the Heineken Brandportal. It is great to work with Marcel, he is a team player and will help you were ever he can. I can recommend him to anyone!!!!"*

**Jasper de Jong, Heineken International**

*"It's a pleasure to work together with Marcel, because he is a real team player. He knows how to turn web 2.0 applications into practical solutions. His vast experience in the fields of marketing and knowledge management is a very valuable asset." April 2, 2008*

**Marieke Hopley (Noot), Internet & Intranet coordinator, Red Cross**

*"Marcel heeft een berg ervaring op allerlei gebieden en disciplines. Daarmee vormt hij een unieke inbreng in (web)projecten. Met af en toe een vleugje humor en relativering komt er een unieke balans in zijn performance. Het leuke van Marcel is dat hij met allerlei mensen prima kan samenwerken: jong, oud, keizer, admiraal: samenwerken kan Marcel met allemaal ! Bij mij zijn heel wat dingen duidelijker geworden door de samenwerking binnen het Rode Kruis, op werkgebied maar ook daarbuiten (hardlopen, marketing etc.). Marcel voorspel ik een gouden toekomst, waar hij ook terecht zal komen. Goodluck*

**Sergio Felter, Contentmanager Webteam, Netherlands Red Cross**

*"Marcel is een door de wol geverfde praktijkman die samen met anderen voor mooie resultaten gaat."*

**Leo van de Vorst, Owner, Proven Partners**

*"Marcel brengt veranderingen terweeg binnen bedrijven. Haal je hem binnen dan weet je dat er geen weg meer terug is. Met zijn creativiteit, marketingstrategieën, analytisch vermogen en online kennis weet hij iedereen elke keer weer te verbazen. Marcel is op de hoogte van de nieuwste webfunctionaliteiten en weet welk bedrijf wat nodig heeft. Gedegen visies waar bedrijven niet om heen kunnen zijn de resultaten!" October 10, 2008*

**Gerrien Achterop, Netherlands Red Cross**

*"Marcel is committed and dependable with a refreshing can-do mentality, resourceful and creative. He energises others around him with his high level of enthusiasm in pursuing common goals. He is target oriented and impresses by persistently developing a deep understanding about everything he works on. He is also a great catalyst in a team – coaching new members to learn all the ropes quickly and always volunteering to resolve issues and challenges together."*

**Marianne Schoenauer, Head Marketing Knowledge Management, Unilever**

*"Marcel has a broad know-how in marketing and is a very good team player. He tackles very openminded to new themes and works with enthusiasm in the different scope of work. He is very positive, adds good ideas and can implement them into his work. In addition he has a good understanding of the business and the different departments. Marcel knows how to build a close relationship to these adjacent functions helping him to support his objectives." August 26, 2007*

**Volker Sürrie, EU Marketing Knowledge Manager, Unilever**

*"Marcel is a creative, structured and action oriented team member, with a deep knowledge on how to best manage and share knowledge using the internet. Marcel delivers what he promises, acts as an independent challenger within a team and is eager to learn and stay on top of new developments. A pleasure to work with." August 8, 2007*

**Pauline van der Veeke, Foods knowledge and communication manager, Unilever**

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## Education

### Unilever (internal)

- Unilever Marketing Foundation, 2006 – 2007
- Unilever Project Management, 2006
- Unilever Knowledge Management Foundation, 2001 – 2002

### Hendrikx Van der Spek

- Intranet Leergang, 2002
- Writing for the web

### Hoger Laboratorium Onderwijs, (HLO) Delft

- Biochemistry, 1992 – 1996

## Skills

- Content Management (Processes & Change Management)
- Relationship management - Networking and influencing
- Good knowledge of English – verbal and written
- IT-skills: Web Usage - Internet/Intranet

## Additional Information

- <http://www.linkedin.com/in/marcelkesselring>
- <http://marcelkesselring.myplaxo.com/>
- <http://provenpartners.nl/blogs/marcel-kesselring>
- <http://twitter.com/Marathonkeje>
- <http://www.last.fm/user/marathonkeje>
- <http://marcelkesselring.wordpress.com/>
- <http://www.slideshare.net/marcelkesselring>



## Interests

- marathon running, music, innovation, onderwijs, web2.0, socialmarketing

## Groups and Associations

- Chairman School Council Primary School
- Insight the Web
- Onderwijs 2.0
- TeachMeet
- MKB 2.0
- Kenniscafe
- Het Nieuwe Werken
- Vitality Runners

### Myers Briggs Type = ENTJ

E = **Extraversion** - Prefers to draw energy from the outer world of activity, people and things  
N = **iNtuition** - Prefers to focus on patterns, connections and possible meanings  
T = **Thinking** - Prefers to base decisions on logic and objective analysis of cause and effect  
J = **Judging** - Likes a planned, organised approach to life, and prefers to have things decided

<http://en.wikipedia.org/wiki/MBTI>