

Hilduard Swarts

Senior Partner

No solid business without
a good strategy



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> PROFESSIONAL EXPERIENCE

2015-2018

Merial, part of Boehringer Ingelheim **Head of European Business Unit**

- European Business Unit Head with full P&L responsibility
- Grow business and improve business efficiency
- Drive marketing-, technical- and high-level commercial strategy, regional key accounts and life cycle management
- Building mid-term strategic roadmap for Central- & Eastern European sub region
- Leading a team of technical experts and country operations Business Unit Heads
- Building portfolio in close cooperation with BD, R&D and Global Strategic Development
- Commercial lead in the anti-trust process with EU authorities (Merial – Boehringer Ingelheim merger)

2013-2014

Merial / Sanofi France **EMEA Marketing Director** **Global Strategic Marketing**

- Defining new strategic direction for Global Business Unit
- Initiating business development projects that support business growth
- Restructuring the European Business Unit operation into a dynamic team with new business challenges
- Guiding country operations in the execution of the Business Unit strategy (sales, marketing and technical service)

2003-2012

MSD Animal Health **Global Marketing Director** **Global Swine Business Unit**

- Leading and coordinating the launching or re-launching of over 10 new products within different geographic areas
- Successfully developing and launching 2 full service concepts to support company image
- Defining mid- and long-term global strategy for the BU portfolio
- Product life cycle management of new and existing products within the BU portfolio
- Leading product introduction teams for new product launches
- Membership of Strategic Portfolio Teams, translating customer/market requirements into economically justified R&D and business development projects
- Supporting country commercial operations in the implementation of marketing strategy
- Monitoring sales- and market share development in the key markets and follow competitor activities
- Managing and maintaining a good relationship with key accounts, relevant key opinion leaders and scientists

2000-2003

Intervet The Netherlands **Product Manager**

- Introduction of marketing management within a sales-oriented environment
- Defining and implementing the country operational marketing strategy for food producing animal business segment

1997-2000

Hoechst Roussel Vet Benelux **Product Specialist pharmaceuticals**

- Successful Introduction of a reproductive hormone with a broad pharmaceutical portfolio
- Introduction of a new product/market concept within the Benelux

1987-1997

Regional cooperative feed producers
Technical- and commercial specialist

“People are a key resource for business. When hearts beat in synch and in line with company goals, everything is possible!”

Clear tactics and the right people deliver business impact

> EDUCATION

2018

Corporate Governance for supervisory board members
Wagner Netherlands

2015

Leadership Evolution Centre
Right Management, France

2014

Self-Awareness Simplified, Career exploration
and leadership development
Pro-D(velopment), USA

2013

Emotional Intelligent Leadership
De Baak, The Netherlands

2008

Interpersonal Effectiveness
MCE, Belgium

1993-1994

Post Bachelor Business Administration (BBA)
ISBW, The Netherlands

1991-1992

Post Bachelor Marketing Management (BCom)
NIMA, The Netherlands

1983-1987

Bachelor of Science (BSc)
HAS, University of applied Sciences, The Netherlands

> Highly personal Hilduard

Agro, Food and Pharma

Ever since I was young, I have been closely involved in the agricultural sector with its suppliers and customers. It is a sector that meets one of the basic needs of mankind: food. Keeping people and animals healthy has always been an area of interest to me. My goal is to contribute to the further development of these industries. I focus mainly on these segments at HighTouch.

Matchmaker for people and organizations

I believe that people come into their own at a place where they feel comfortable. The character and involvement of the people play an important role in this. I also believe that openness and the willingness to share strengthen cooperation between people in such a way that the greatest goals can be achieved. Together with HighTouch, I like being the commercial matchmaker where not only education, knowledge and experience play an important role in creating a match between the client and candidate but also personality.

The entrepreneur in me

I am particularly interested in the people behind the company. What are the goals of the company, how can these be achieved, and what (type of people) is/are needed for this? A company that has this clearly in mind is ready for the future. In order to stay close to the sector, I am connected as an informal investor to a number of starting companies with interesting business propositions within the agro, food or pharmaceutical sector.

My personal profile

- Words that describe me best: Strategic thinker, entrepreneur, rational, dedicated, result-driven, critical and demanding, motivator and coach, teamplayer
- MBTI: ISTJ (Introversion, Sensing, Thinking, Judging)
- Belbin team roles: Shaper, Chairman, Finisher
- Pro-D(velopment): Strategic decisions, artistic creativity, entrepreneurial challenge

