

## RESUME OF (LEX) J.A.Th. KOCKELKOREN



### Contact details:

**Address:** Frankenlaan 53,

**Postalcode:** 6419 BS

**City:** Heerlen

**Country:** The Netherlands

**E-mail:** [Route2Deal@Gmail.com](mailto:Route2Deal@Gmail.com)

**Mobile/Cell-phone:** +31(0)6-19470264

### Male

**Date of birth:** 2 March 1955.

**Married with:** Connie Korevaart

**Father of:** 44-year old daughter and 40-year old twins ( M+F ).

*( Since 1983 till december 2008 I was 100% shareholder & general manager of “de Nederlandse Branche & Vakpromotie BV” and was through this Company operating as a Serial Entrepreneur, as a Businessdevelopment-Consultant for third parties and as an Accelerator/Incubator/Privat Investor involved in other (Start-up) Companies. January 2009 I stopped working as an independend entrepreneur through my own Company “de Nederlandse Branche & Vakpromotie BV”.*

I always want to work in a position that offers me opportunities for commercial creativity, ( national and international ) with the goal to improve shareholders-value of the Companies I am involved in or working for. My preferences, both in the short and the long term, are directed towards: Sales&Marketing / Accountmanagement / Business Development / IT Business Development&Consultancy / Interim Management and Operations ( in combination with the above, in particular the acquisition of new business ).

### Business Experiences

**May 2025 Started 2 Companies ( Webshops )** [www.RoyalHorseCandy.com](http://www.RoyalHorseCandy.com) and [www.HollandBonbons.com](http://www.HollandBonbons.com)

**May 2025 Sold** VlaaiUitLimburg.nl to a Wholesale Cy : Summum Food Group B.V.

**December 2020 Founder & C.E.O.** of the start-up: [www.VlaaiUitLimburg.nl](http://www.VlaaiUitLimburg.nl) and [www.Route2Deal.eu](http://www.Route2Deal.eu) ).  
[https://www.limburger.nl/cnt/dmf20230814\\_95149473](https://www.limburger.nl/cnt/dmf20230814_95149473)

**February 2020 Founder & C.E.O.** of the start-up Company [www.FoodyBag.eu](http://www.FoodyBag.eu) as a project from Route2Deal. Introduction in Europe of DoggyBags/FoodyBags against Food Spoiling in cooperation with  
<https://www.natuurenmilieu.nl/themas/voedsel/projecten-voedsel/voedselverspilling/doggybags/>

**February 2018 Founder & C.E.O.** of the Company [www.ROUTE2DEAL.eu](http://www.ROUTE2DEAL.eu) and NOODMAP  
(<https://11.nl/11mburg-centraal-een-noodmap-die-levens-kan-redden-145477/>)

**December 2009 – Nov. 2016.** Manager for several Projects of the Leisure Company **KoKo Food B.V.**

**January 2011 – 2013.** C.E.O. of DL International B.V. ( Sales & Marketing of Microwave Cooking Bags)  
<https://youtu.be/Gn-AjVQx9kU?si=MbFXEzhBC9BcyvEs>

**January 2010 – 2012.** Working as an external Business Consultant to develop the businessplan and marketing&salesplan for the startup “Gespotin” ( Consumer Photo-portal ).

**February 2009 – 2012.** Working as an external Business Consultant to develop the businessplan and marketing&salesplan for the startup “Buy American EU” ( Promoting Sales of USA-made Products in Europe )

**October 2008 – 2009.** Working as an external Business Consultant to develop the businessplan and marketing&salesplan for the startup “WebTVclips” ( B2C Videoclip portal .

**September 2008 – 2009.** From September 1<sup>st</sup> 2008 till December 2009, I was working as an external Business Consultant ( till december 2008 hired through my own Company "de Nederlandse Branche & Vakpromotie BV") for 50 hours per month, as an advisor for the project-leader/-team of "de Hogeschool Zuyd [www.hsl.nl](http://www.hsl.nl) ( 13.500 students + 1.250 employees ) specific for the New Business-project [www.Duurzaamdoorwerken.nl](http://www.Duurzaamdoorwerken.nl) ( HRM/ Employability services and tools for middle-management companies in the Dutch province Limburg, in co-operation with several major key-stakeholders.

**April 2005 – December 2008.** Founder and former 100% shareholder of a new Company with the name MyPersonalClip / Webtvclips – Serviceprovider.

**May 2004 – July 2005.** From May 2004 till July 1<sup>st</sup> 2005, I was working as an external Business Consultant ( hired through my own Company "de Nederlandse Branche & Vakpromotie BV" ) as an advisor for the board of "de Hogeschool Zuyd [www.hsl.nl](http://www.hsl.nl) ( 13.500 students + 1.250 employees ) on several different New Business-projects in co-operation with the department "Expertisecentrum ICT" [www.eict.nl](http://www.eict.nl) . The last 10 months mainly involved to setup a B2B-internet IT-Portal Company (free of use for > 50.000 middle-management companies in the Province Limburg / south of the Netherlands) with the URL; [www.ICTloket.nl](http://www.ICTloket.nl) . In this Company I was also involved as a 10% Shareholder. My main task was it to acquire Business-partners, Sponsors and even Shareholders for the new established Company.

**October 2002 – 2003.** ( hired as consultant, on behalf of “de Nederlandse Branche & Vakpromotie BV” )  
To set-up EURO-docs BV, a EDP-ASP (Electronic Document Presentment - Application Service Provider)–Company.

**2001-september 2002** *Interim Business Development Representative* ( hired as consultant ) on behalf of “de Nederlandse Branche & Vakpromotie BV” )

- to acquire & support Key-Account Merchants in the Benelux-countries for Eurocard/Mastercard and Visacard creditcard payment acceptance on behalf of EURO Kartensysteme GmbH, Germany [www.eurokartensysteme.de](http://www.eurokartensysteme.de) .

**1999- May 2002** *Co-founder, 33% shareholder ( on behalf of “de Nederlandse Branche & Vakpromotie BV” ) and CEO of Ultradocs International BV , ( European Re-seller office for the Benelux and Germany of EBPP-software-applications and System-integration for major-Billers) in co-operation with the NASDAQ - Company [www.Checkfree.com](http://www.Checkfree.com)*

**1999-2000** *President of the “Maastricht Centre of Internet Excellence” (hired as consultant ) on behalf of “de Nederlandse Branche & Vakpromotie BV” )*

1• to set-up and manage ( for a period of 6 months ) an Internet-startup incubator for the growing e-commerce economy in the EU-region ( a foundation of the University of Maastricht, the City of Maastricht and a private VentureFund ).

**1998-1999** Intercai Zuid-Nederland BV/Telematics, Maastricht  
Business Development Consultant/Account Manager

- 1• Development of the “E-mail Billing” concept.
- 2• Workshop, organization of E-Commerce/ICT.

- 3• Strategic consultancy with respect to the organization of a “Government Internet counter”
- 4. Business Development & Consultancy, Europe, E-Commerce / ICT

**1995-1998 Origin Nederland BV, Eindhoven**

1998 to 1998: Sales Manager Origin Call centres/IT help desk, Technical Infrastructures service line

- 1• Formulation of the sales plan
- 2• Formulation of a communications plan.
- 3• Organization of contract management

**1997 to 1998:** Business Developer, Origin/ADS, Heerlen/Eindhoven

- 1• Generation of business for 7 service Business-Units (practices) within the Electronic Commerce range of services, in particular the “Advanced Document Services” Print&Mail Business-Units.

**1995 to 1997:** Account Manager, Origin/RIOS BV (Letter-Shop/Print&Mail), Heerlen

- 1• Sales activities, customers and prospects.
- 2• Development of the “non Physical Remailing” concept for German customers.

**1991-1995** Entrepreneur on behalf of “de Nederlandse Branche & Vakpromotie BV”

- 1• Development and deployment of self-developed, new in-store promotional aids and the “Diatex” marketing concept. These promotional aids were then deployed by organizations including 'VVV' Tourist Information Offices, Shopping centres, Banks, Members of the Dutch Association of Real Estate Brokers, and McDonalds restaurants.
- 2• The supply of commercial services including service-provisioning voice-response technologies with, and as a general partner of the INFOFOON V.o.f.

**1982-1990** Entrepreneur Independent Publisher/offset printer

(from 1983: on behalf of “de Nederlandse Branche & Vakpromotie BV”)

- 1• The operation of various periodicals, including a number of magazines for European NATO bases, Golf club magazines, Personnel magazines for the police, and a Cultural magazine for the Municipality of Heerlen.

**1980-1982** Publisher “Uitgeverij Bohn Scheltema&Holkema BV”, Utrecht

- 1• Section Advertising Sales Manager/Journal Manager of 8 medical journals.

**1978-1980** Speciale Uitgaven Holland BV , Valkenburg

- 1• Acquisition of new advertisements.
- 2• Head of sales.

**1977-1978** “de Letterkundige” illuminated advertisement company, Heerlen

- 1• Branch manager.

**Education and training**

1981-1982 ISW

- 1• Evening course, Marketing Manager.

1980-1980 ISW

- 1• Evening course, Marketing Manager Assistant.

1976-1977

- 1• Military service, rank: Sergeant, (national service).

2• Professional skills, Hotel and Catering Industry.

1971-1975

1• Middelbare Detailhandels School (SME/ Retail Trade School)

2• 1 year practical training period, Zurich, Switzerland

1967-1971

1• MAVO-4 (Middle general secondary education, level 4)

### **Courses**

MS-office, international workshop (Germany) The Liberalization of Postal companies, National Insurance Marketing workshop, Personal Sales course, Finances & Administration for non-financial staff, Development of Electronic Commerce Strategies / Intermediary, Book Publisher course, Exhibition Organisation course, several international workshops-conferences EBPP (USA, UK, Germany, Belgium, Netherlands)

### **Interests**

Member of Xplor International

Member of the “E-Commerce” Council of the European Direct Marketing Ass. FEDMA, Brussels.

Member of “E-Commerce Academy” North Rhein Westphalia , Germany

Member of the “academische Raad voor Reclame” (Academic Council for Advertising), Netherlands

Member & Mentor [www.jongondernemen.nl](http://www.jongondernemen.nl)