

Mark van Zon CSE



Curriculum Vitae 2026

◊ Van der Duyt van Maasdijkstraat 25 6661 CT Gendt
◊ Living in the Netherlands
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Social Media:

[Facebook](#)

[LinkedIn](#)

Date of birth: June the 5th 1964

Marital status: Relationship

Nationality: Dutch

Drivers license: BE

Education

2020 - today	HAN University of Applied Sciences, Post Graduate HBO Sales Management, diploma, CSE registered,
2004 – 2005	College for physiotherapy Thim van der Laan, preparatory instruction diploma,
2004 – 2005	College for physiotherapy Thim van der Laan, sports massage, diploma,
2001 – 2001	Nima-A, marketing and commercial study,
1995 – 1996	CIOS, Central Institute for Sports Leaders, Trainer Coach II + III, diploma,
1993 – 1994	College for Hospitality higher management, diploma,
1991 – 1992	Business College, Economy second degree,
1985 – 1990	Havo, Pre Higher General Education, diploma, (night study)
1984 – 1985	Ministry of Defence, at The Hague,

Work experience: About Mark, can be found on the website

*Most pages are in Dutch [#mailme](#)

I have the option to work as a Self-employed Professional or as an employee (32 minimum - 38 maximum).

2020 – today	Independent Professional , Parttime, SUPPORT experts , in Elst. Broad experience in Sales & Marketing , mainly in B2B, service-oriented and often product-oriented, various functions; including (key) account management , sales management, project management, experience in writing business plans, business cases, business plans, strategic plans, sales plans, marketing plans and devising creative plans, broad experience in association advice and support, sports management, broad experience in consultancy and gained much knowledge in this field, expert in hospitality management and conceptual development of bars, restaurants clubs, broad experience in writing texts for websites on commissioned bases, content/copywriting according to a strategic marketing plan , always including correction by colleagues regarding the 4-eyes principle, SEO writing, social media expertise, collaboration with designers and designers, website development, working with budgets and project administration, worked in various industries, including Healthcare & Welfare, Industry, Installation/Construction, Agribusiness, Sports, Hospitality/Catering, MICE Industry .
2022 – 2023	Key Account Manager/Account Manager , FT 0,8 , Meetingselect BV, te Naarden. Responsible for developing strategic (international) partnerships with (corporate) key accounts , companies and institutions, drawing up strategic sales plans, achieving commercial goals, seeing opportunities and converting them into concrete successes, providing web demos to customers, keeping abreast of trends, technologies and converting them into concrete successes, participating in national and international fairs or FAM trips and attending networking events.
2022 – today (on hold)	Founder Startup House of MICE Powered by SUPPORT , parttime 1/5, House of MICE in Arnhem. Responsible from the idea in 2016 to writing the business plan, testing the feasibility in collaboration with an accountant and subsidy provider, setting up the fundraising and domination campaigns, outsourcing the construction of the website and app by writing a tender to specialized agencies, the implementation of the Startup has been outsourced to an independent agency, nationally and internationally, revenues are recouped at a later stage by using the app, three revenue models have been developed.
Dec 2021 – Jan 2022	Administrative assistant at VGGM covid vaccination centres, in Arnhem.
2020 – 6 months	Sales Business Development , commissioned for SAM via SUPPORT Projectmanagement.
2019 – 2020	International Sales Manager/Agriculture Application at LED factory, in Leeuwarden. Senior Salesmanager Key Accounts, Sales Strategy & Marketing Management .
Tasks:	Responsible for the business network of Installers, Construction companies, Architects, Producers, Consultancy firms and the wholesale trade for the Netherlands. International network of producers c. q, major players in the market. Responsible for project management, barn lighting. Collaboration with the office staff, obviously sales in all aspects that it entails, such as acquisition to negotiation and the actual delivery including after sales to ensure continuity. Conflict, or solve problems if they occur, Very intensive relationship management has led to success.
2017 – 2018	Area Sales Manager/Coordinator Agriculture Application at ZG Lighting Netherlands BV in Amsterdam. Responsible for the Northeast Netherlands region, provinces Friesland, Groningen, Drenthe, Overijssel and a large part of Gelderland. In this region I have set up a business network of Installers, Architects, Consultancy firms and wholesalers. Responsible for project management, cooperation with the office staff, sales of course, but also solving problems if they occur. Very intensive relationship management already has lead to success.
2009 – 2017	Founder, CEO, Chairman and Secretary a.i., General Manager , Football Maties Foundation, in Arnhem. Responsible for the daily business of the foundation, contact with other foundations, professional football clubs, delegating the volunteers, responsible for finance and public relations, our foundation is collecting used soccer boots for underprivileged kids in Africa.
2008 – 2016	Commercial Sales & Marketing at Training & Travel in Didam. Outbound calling B2B with self-written telephone script, responsible for writing blogs, social media, copywriting, translating from Dutch to English and German, setting strategy, being a tour guide, instructor, networker, responsible for Incoming DMC, sales, projects from A to Z, visit trade shows all over Europe as Hosted Buyer, everything on a freelance basis.
2015 – 2017	Interim Management , project & change management, independent professional.

Competencies

High stress resistant
Taking initiatives
Planning and organizing
Creative
Leadership
Analyzing
Networking
Persistent
Communicative in writing
Respond flexibly
Decisive
Self-steering and developing
Help out others
Communicate orally
Controlling
Noticing

Professional experience

Leadership - I gained this experience at all employers, during my catering management training I successfully completed the courses in social skills and personnel management.

Autodidactic - This competence is one of my strongest points.

Ambition - For me counts one, give a good performance, always. I want to move forward, not to rest! I want to win!

Commercial - Gained experience in writing marketing plans, market research, direct mailing, acquisition, sales training, account management, after-sales, creating call scripts, creating quotations, drafting job advertisements etc.

Inventive - I am creative in finding the (right) solutions, reorganizing organizations and business processes.

Numerical - I have this through education and professional interest.

Competency research / assessment in possession!

Courses

2007 – 2008	RDFA, Trainer Coach I Youth, UEFA A Youth, certificate,
2003	RDFA, Teacher Education Program, qualification,
1995	RDAU, Trainer Runner Groups,
1994	RDFA, Trainer Coach III, diploma,
1986	DBBF, Body Building Sport Leader, diploma,
1985	RDFA, Youth Soccer Game Leader, certificate,

Hobbies

fitness, biking, hiking, music, art and literature

"Winners have a plan, losers an excuse!"



Business Case Developer

Opstartontwikkelaar

Deskundige in support en begeleiding van Startups



Mark van Zon CSE

SUPPORT maakt van een concept of idee een uitstekend plan!

[© screenshot website](#)

Expertises are written on the website in Dutch, I am so sorry, but it is easy to read in Google.

[Projectmanagement](#)
 [Sales & Marketing](#)
 [Agribusiness](#)

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[Horecamanagement](#)
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"My experience, my knowledge, makes my/your market my/our target group"