

Jacobus F. Boers

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SUMMARY OF CAPABILITIES:

- Senior responsibility for business development, sales and marketing on five continents including technology, research & development, industrial, and professional services sectors
- Strategic planning and implementation experience in technology, research & development, professional services and non-profit organizations as member of senior management team
- Marketing and sales management across brands and product lines
- Track record of effective management in rapid growth entrepreneurial environments, including 16th fastest growing company in US
- Senior international operations management including project management, procurement, logistics, customer service and quality assurance with extensive experience in Europe (West, Central & East), Africa and Latin America
- Effective motivation of teams, leading through personal enthusiasm, loyalty and taking responsibility
- Strong analytical and communication (writing, presentation & public speaking) skills
- Effective operation in international settings drawing on extensive cross-cultural knowledge and experience as well as multiple language skills - English, German, Afrikaans, Portuguese (comprehension)
- Broad community involvement through international organizations, non-profit boards of directors, community leadership and volunteer activities

PROFESSIONAL ACHIEVEMENTS:

JFBOERS & ASSOCIATES, Atlanta, Georgia

1998 – present

Principal

- Management consulting in strategy development and implementation for international business clients, including hi-tech, multinational professional services, research & development, industrial products, World Bank procurement, federal procurement, communications, and public relations
- Conducted primary research to support corporate strategic plans in several sectors including: natural gas & electricity deregulation; utility privatization; trends in Telemedicine & Distance Learning; robotics and automation applications in manufacturing

JOHNSON RESEARCH & DEVELOPMENT, INC., Atlanta, Georgia

2004 – present

Vice President of Business Development

Director of Marketing

- Responsible for all business development, sales and marketing activity in commercialization of innovative technology in all business units including energy storage, renewable power generation, fuel cell, consumer electronics and toy sectors
- Support strategic planning and business plan development for multiple business units
- Identify, develop and support internal and external strategic partnership relationships
- Direct corporate strategy development and market research activity
- Secured multiple research & development and customer contracts

EXCELLATRON SOLID STATE, LLC, Smyrna/Atlanta, Georgia

1999 – present

Vice President of Business Development

Director of Marketing

- Responsible for all business development, sales and marketing activity in commercialization of innovative solid state energy storage technology
- Direct marketing and sales strategy development and market research activity
- Coordinate timely submissions of proposals and status reports including appropriate metrics, timeline reporting and budget variance reporting for commercial and federal research projects

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ASHFORD INTERNATIONAL Inc., Stone Mountain, Georgia

1995 – 1998

Vice President

Director of Operations

- Senior management team member for international development company with responsibilities in strategic planning, marketing, project implementation, operations management and worldwide customer service
- Implemented more than 200 projects in more than 25 countries on five continents
- Developed strategic partnerships with customers, suppliers, governments, UN and multilateral banks
- Successfully identified opportunities and prepared International Competitive Bidding proposals worldwide

DUFF-NORTON COMPANY, Charlotte, North Carolina

1992 – 1995

Director of Marketing – Mechanical Products Division

Marketing Manager

- Created strategic plan and managed divisional marketing function for reorganized operational group
- Served as senior analyst in company strategic planning activity and corporate reorganization
- Functional marketing management for leading industrial manufacturer with several brands, representing multiple product lines with multi-million dollar expense budget responsibility
- Managed cross-functional development and introduction of innovative products in record time
- Supported implementation of brand positioning plan gaining 10% of market share
- Developed international and domestic communications campaigns and international trade shows

COLONY INTERNATIONAL ASSOCIATES, Atlanta, Georgia

1990 – 1992

Principal

- Developed strategic and tactical brand positioning, distribution, promotional and introduction programs across industries, product lines and international borders
- International strategic and marketing analysis in multiple product & service groups

ASHFORD INTERNATIONAL Inc./GmbH, Atlanta, Georgia & Munich, Germany

1987 – 1990

Geschäftsführer / Managing Director (Munich)

Director Operations (USA first, Munich later)

Export Manager (USA)

- Managed a wholly owned foreign subsidiary of a US company with general management responsibility for planning, operations, distribution, sales, personnel and finance functions
- Consistently attained & exceeded monthly shipping revenue and inventory goals
- International functional management in rapid growth high-tech industry including international payment instruments, export license control, worldwide logistics, warranty and customer service

AFFILIATIONS:

- President & Member of Board of Trustees, Georgia Council for International Visitors
- Past Chairman of the Board & Member of Board of Directors, Brazilian-American Chamber of Commerce
- Task Force Member, FIRST Committee for Georgia
- Member of Advisory Board, Center for Global Business Leadership, Robinson College of Business, GSU
- Secretary, Mill Creek Homeowners Association
- Statewide Coordinator, Great Decisions in Georgia, Foreign Policy Association
- Part-Time Instructor, Institute for International Business, Robinson College of Business, GSU
- Past Mentor, International Business Alliance, Robinson College of Business, GSU
- Member – World Trade Center Atlanta, Southern Center of International Studies, Georgia Council for International Visitors, International Issues Forum, Kiwanis Club of Atlanta

EDUCATION:

1987 MBA Georgia State University, Atlanta, **Major:** General Business

1984 MTS Emory University, Atlanta

1983 BA University of Pretoria, South Africa, **Majors:** Philosophy, Classical Greek