

Arjan Spigt

Manager Sales & Marketing at AND Products BV

Rotterdam Area, Netherlands

Summary

Specialties: Location Based Services (Map Fusion, Sensor Fusion, SD Maps for Navigation, HD Automotive Maps for Autonomous Driving, Fleet Management, GIS, Geomarketing, etc), Branding, PR, Strategy, Innovations and Social Media.

Experience

AND Products BV

Manager Sales & Marketing at Map Maker AND

September 2011 - Present

Responsible for all Sales and Marketing activities

Capelle aan den IJssel, Netherlands

Marketing Manager at Map Maker AND

February 2004 - September 2011 (7 years 8 months)

Responsible for the move from IT to content company for Location Based Services for automotive, consumer, Internet and telco markets. Analyzing market trends such as the Web 2.0 movement.

Responsible for house style, website, corporate communication & public relations, business development and pricing.

Team Member State Of The Map Conference at OpenStreetMap

January 2009 - July 2010 (1 year 7 months)

Member of the Organising Team of the State Of The Map 2009 (Amsterdam) & 2010 (Girona) Conference.

Responsible for Sponsorship, Marketing and Promotion.

The State of the Map is the global summit of OpenStreetMap members, including community mappers, figureheads of the GIS industry and the team behind the project.

Marketing Manager Business-to-Business at Map Maker AND

January 2003 - January 2004 (1 year 1 month)

Responsible for the setting up the marketing for the B2B business product lines. Direct marketing activities based on the new CRM system.

Education

Hanzehogeschool Groningen

International Economy, Marketing and Management (IBS)

1993 - 1998

UNIVERSIDAD DE SEVILLA

Economics

January 1996 - July 1996

Dexter High School

August 1990 - July 1991

Languages

Dutch (Native or Bilingual)

English (Native or Bilingual)

Spanish (Limited Working)