

# MAARTEN DE JEU

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## STRATEGY AND CORPORATE DEVELOPMENT EXECUTIVE

*Corporate Strategy ~ Mergers & Acquisitions (M&A) ~ International*

Over a decade experience in strategy & corporate development, analyzing opportunities to generate excess returns and successfully managing projects/M&A transactions from start to finish. Accomplished advisor to senior executives with unique skills to shepherd projects and investments through a decision making process. Unique international credentials with experience spanning North America, Europe and Asia. Founded own strategy, M&A and (real estate) investment consulting firm.

## PROFESSIONAL EXPERIENCE /ACCOMPLISHMENTS

### **SVM BUSINESS ADVISORY, CHICAGO IL**

**2009 - PRESENT**

*Consulting firm focused on (international) strategy & analytics, mergers & acquisitions and real estate investment services*

#### **FOUNDER/MANAGING PARTNER**

Provide international strategy & analytics and corporate development/M&A advice to middle market firms. Lead real estate investments ranging from \$10 - \$40 million for high net worth private investors.

- Retained to lead the divestiture of a privately held firm (~ \$2 million EBITDA). Developed valuation models, prepared offering documentation, data room and identified potential buyers
- Restructured and re-designed the marketing & sales process for a privately held Engineering & Design firm. Project anticipated to generate 10 - 15% in incremental revenues
- Secured \$20 million in HUD re-financing for a multi-family real estate asset, allowing the owner to take out all equity.
- Led the acquisition of 404 unit multi-family asset for \$16 million and a 250 unit multi-family for \$11 million. Built financials models, led negotiations, managed due diligence and closing process

### **AVIVA PLC, CHICAGO/LONDON**

**2006 - 2012**

*World's 6th largest insurance firm; publicly traded (LON: AV) firm headquartered in London with \$50 billion in sales*

#### **DIRECTOR – STRATEGY & CORPORATE DEVELOPMENT, AVIVA NORTH AMERICA, CHICAGO IL (2008 – 2012)**

Led business portfolio reviews, assessment of new business opportunities, strategic planning, M&A projects, and support the regional CEO

- Managed a \$200 million acquisition project for a business unit. Coordinated a number of work streams (valuation, legal, governance, drafting of LOI), liaised with key executives to gather support and get approval for acquisition
- Developed M&A strategy for U.S. business unit. Developed investment criteria, identified acquisition targets, performed strategic benefit assessments and high level valuations
- Led the development of a 5-year strategy projected to double U.S. Life sales to \$300 million and generate \$50 million in incremental profit. Managed 5 cross-functional work streams led by senior executives to review and analyze strategic options
- Instrumental in 2009 increase in U.S. profits (from \$34 million to \$134 million) by driving analysis of business portfolio and presenting a business case for slow-down of less profitable key business lines and capital reallocation to smaller but more profitable lines

#### **MANAGER/INTERNATIONAL CONSULTANT – AVIVA EUROPE & INTERNATIONAL, LONDON, UK (2006 - 2007)**

Managed strategic reviews of European and Asian markets, business units, and M&A transactions. Led assessment of size and profitability of insurance markets and advised on market entry options

- Played key role in more than doubling Aviva Belgium revenues by identifying potential buyers and acquisition targets; Aviva bought one target (\$200 million) and increased sales by 100%
- Identified a \$3 billion market opportunity by leading size/profit assessment of direct insurance market in 8 European countries; secured Executive Committee approval for greenfield operations in Spain
- Led strategic review of Indian Insurance market and built strategy to achieve Top 10 position by 2010; advised entering new market segment, restructuring bank distribution, and shifting into alternative distribution channels. By 2009 Aviva ranked 11th with a premium CAGR of 30+%

**U OF I BUSINESS AND INDUSTRY SERVICES, NAPERVILLE IL****2007 - 2008**

*Management consulting firm affiliated with the University of Illinois that focuses on strategy, operations, and (international) business development*

**DIRECTOR STRATEGY, RESEARCH & DEVELOPMENT (9 MONTHS)**

Provided strategic advice to private firms and focused on relationship development between Chicago based corporations and university departments to spur the development of commercial opportunities

**TVDK MANAGEMENT CONSULTANTS, AMSTERDAM, THE NETHERLANDS****1999 - 2006**

*International strategy & management consulting firm with clients ranging from Sara Lee and Heinz to ABN AMRO*

**SENIOR ASSOCIATE (2003 - 2006)**

Led strategy engagements for Fortune 500 companies across Europe: managed project teams and client relationships, responsible for structuring complex issues into discrete modules, oversaw data gathering, hypothesis testing and modeling.

- Managed a 12-month \$500k benchmark project for Sara Lee International in 10 countries. Sold the project in 9 countries following initial pilot project. Appointed designated liaison for both Sara Lee International's headquarter and participating business units
- Project resulted in single-digit revenue increases for Sara Lee in otherwise flat markets

**ASSOCIATE (2001 - 2003)**

Researched markets, customers and competitors, built financial models, analyzed data and assisted with client presentations

- Restructured Group4Securicor back-office resulting in a 20% staff reduction and developed a new strategy resulting in 5% top line growth, significantly improving company's EBITDA margin

**ANALYST (1999 – 2001)**

Started as right hand to managing partner: conducted research, modeling, provided strategic analysis and recommendations for clients

**EDUCATION**

UNIVERSITY OF OXFORD, Saïd Business School, Oxford, UK

Executive MBA with Distinction, 2005

- Specializations: Decision Science, Financial Reporting, Management Accounting, Macroeconomics & Finance, Corporate Finance, Valuation, Behavioral Finance
- HONORS & AWARDS: Ranked 1<sup>st</sup> in class ~ Dean's Prize for most outstanding academic achievements

LEIDEN UNIVERSITY, the Netherlands

MA - Public Administration; Specialization: Strategy & Organization, 2001

**LANGUAGES**

Fluent English ~ Fluent Dutch ~ Business German ~ Basic Conversational French

**AFFILIATIONS**

Economic Club of Chicago

Finance & International Committee, Executives' Club of Chicago

New Leaders Circle, Executives' Club of Chicago

The Chicago Council on Global Affairs