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[www.linkedin.com/in/](http://www.linkedin.com/in/gusvanderfeltz)

gusvanderfeltz (LinkedIn)

www.simaxlithography.com (Other)

www.parpilot.com (Other)

Top Skills

Product Marketing

Semiconductors

Business Strategy

Languages

English

German

French

Publications

Continuously optimizing the value of an installed base of semiconductor manufacturing equipment

Gus van der Feltz

Business Developer in Sustainable Technology

's-Hertogenbosch, North Brabant Province, Netherlands

Summary

Hands-on business developer and general manager covering the full spectrum of disciplines in technical industries. Combines a thorough understanding of technology (Applied Physics, Delft U. of Technology, 1993) with a solid business background (MBA, INSEAD, 1998) and entrepreneurial experience.

Track record in defining and building up innovative businesses and business activities. Interested in helping to grow and develop high tech, sustainable energy and environmental technology related businesses.

Specialties: Strategy, business development, product marketing, investor relations, communications, e-business, change management, equipment buying & selling, technology / R&D management.

Looking for opportunities to create real value in innovative environments, contributing to products or services that make a difference.

Experience

Blue Engineering BV

Program Manager Plasma

September 2018 - Present

Venlo, Netherlands

Commercial development of controlled cold plasma technology for a range of applications including air cleaning and purification, water disinfection, and surface treatment. Working with business and technology partners, universities and government bodies to create a green and clean alternative to current energy intensive and/or chemical treatment methods.

Leading applications include smell reduction in exhaust air, cleaning of food processing equipment, and sterilization of medical tools.

FarmTech Society
Co-Founder and Chair
December 2018 - Present

An international non-profit industry association for the Controlled Environment Agriculture industry.

Feltzwerk
Owner
November 2008 - Present
's-Hertogenbosch

Consulting and interim management for technology businesses.

Association for Vertical Farming
Head of Member Relations
January 2018 - August 2018 (8 months)

The Vertical Farming industry needs a professional and dependable industry association. New efforts to make this happen are happening as unfortunately the AVF may not be that organization.

Philips
Global Director City Farming
April 2014 - October 2017 (3 years 7 months)
Eindhoven Area, Netherlands

Managing Philips' Vertical Farming activities, part of the Philips Horticulture venture. City Farming or Vertical Farming is the cultivation of crops in closed environments on multiple stacked layers, in or close to urban areas. Focus on bringing technology to market that leads to better business cases for customers, supported by a solid plant knowledge foundation resulting in better growth results.

ParPilot Golf
Founder and Co-Creator
2008 - December 2014 (7 years)

"A good walk unspoiled". Creating the best mobile golf application available, driven by a passion for the game of golf combined with sound technical insights.

Simax International

CCO

October 2012 - June 2013 (9 months)

Partner and shareholder of Simax International, with main responsibility for Marketing and Sales at all Simax companies.

Simax Capital

CEO

February 2011 - September 2012 (1 year 8 months)

Managed Simax Capital, a fund that invests in semiconductor equipment and parts, serving Simax companies and partners. Secured funding and handled investor relations, and structured financial solutions for customers.

Simax Global Services

Chief Marketing Officer

January 2009 - January 2011 (2 years 1 month)

Developed and implemented the go to market strategy for Simax, successfully making Simax a well known entity in the semiconductor equipment industry in a very short time.

Assembleon

Marketing Director

September 2006 - November 2008 (2 years 3 months)

Worldwide responsibility for Assembléon's marketing, positioning, and communications, repositioning Assembleon from a Philips company to its own identity, ready to be spun out from Philips.

ASML

7 years 11 months

Marketing Manager EUV

March 2006 - August 2006 (6 months)

Realization and delivery of the first two 'Alpha Demo' EUV systems to IMEC and Albany

Marketing Manager FPD

March 2003 - February 2006 (3 years)

Defined the strategy and specified a disruptive new product platform for FPD lithography

Worked with the leading FPD manufacturers to become launching customers

Identified strategic development partners and negotiated cooperation agreements

Marketing Manager Installed Base

January 2001 - March 2003 (2 years 3 months)

Developed and implemented lifecycle management for mature and aging equipment in the installed base at ASML

Product Manager

October 1998 - January 2001 (2 years 4 months)

Product Management for the PAS 2500/5000 platform. Developed, among others, a "year 2000" compatibility solution for this mature system type

Arthur D. Little

Business Analyst

January 1995 - July 1997 (2 years 7 months)

Junior Consultant

Koninklijke Landmacht

Reserve Officer

January 1994 - November 1994 (11 months)

Served as ROAG with the Technische Dienst (Mechanical Engineers) whilst performing my military service. Highest rank 1st Lieutenant.

UCSF / LBL

Intern

1993 - 1993 (1 year)

Education

Insead

MBA, Business · (September 1997 - June 1998)

Delft University of Technology

ir (MSc), Applied Physics · (August 1987 - November 1993)

DePauw University

Liberal Arts · (1986 - 1987)

RSG FA Minkema

VWO · (1981 - 1986)

Kievietschool

· (1973 - 1980)