



Cornelis de Haan

Leading for creativity and getting stuff done

Amsterdam, Noord-Holland, Nederland

[Portfolio link](#)

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Links

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Languages

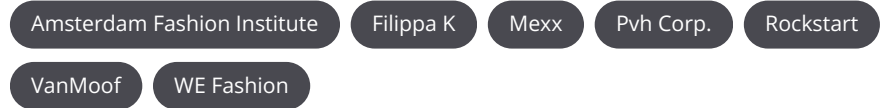
English (Fluent)

Dutch (Native)

About

With over a decade of leadership in fashion retail, I excel in strategic development and operational management across European markets. Fluent in English and Dutch, my expertise spans enhancing customer experience to driving sales and team performance in dynamic retail environments. Passionate about fostering growth and innovation in the retail sector.

BRANDS WORKED WITH



Experience

Mentor / Stakeholder

Amsterdam Fashion Institute | Aug 2019 - Now

Guiding the Mentee with my experience and thoughtful leadership, committed to investing my time to assist in the growth and development of the start-up. Willing to share my knowledge, experience, and wisdom and act as a guide and role model. By supporting and encouraging the professional development of the mentee and providing active guidance to help them achieve their goals. Offers a fresh perspective and an independent point of view, while guiding a process that fosters the growth and educational development of the mentee.



Business Mentor / Stakeholder

Rockstart | Aug 2019 - Now

Career break

| Oct 2019 - Dec 2019

Traveling and rediscovering what happiness looks like. Enjoying being father of an eight year old daughter and son of one year, love from Linda. Further developing my ambitions to make the world a better place while getting inspired by the start-ups I am mentoring. My belief is that "what and how" you do something gives an insight into who you are. [see less](#)



Global retail manager

VanMoof | Jan 2019 - Oct 2019

We outsmart the city. The adventure we are on is taking away the major reasons not to have a great ride moving from point A to B in the city. My role was to define the 'why' to have stores and 'how' does the store work and 'what' should a customer experience when in contact with the offline part of the brand.



Retail Director Europe

Filippa K | Jun 2017 - Jan 2019

Oversee all aspects of the European brand retail and department stores. Providing strategic direction for management. Develop retail business strategy, define principles and plans aligning with financial goals, identify key business drivers to build on competitive strengths in Europe retail network. Managing store operations in Denmark, Belgium, Germany, Norway and The Netherlands. [see less](#)



Country Manager

Filippa K | Jun 2016 - Jun 2017

Develop country on all channels to profitability. Set strategy and lead day-to-day execution of countries business 105 pos in NL. Managed top

line and bottom line financial performance. Leading country operations team managing store communication, policies and procedures and implementation of country values and goals.

see less

- **Retail Manager**

Pvh Corp. | Feb 2015 - May 2016

Leading PVH brand stores (Tommy Hilfiger, Calvin Klein), spokesperson for the stores in national and global hq. Together with marketing and product, creating and executing events to increase brand awareness. Working closely with store design, vm and sourcing to optimize the store portfolio. While keeping the instore service on the company level to create a lasting experience for every customer that walked into one of our stores.

see less



- **Area Manager**

Mexx | Apr 2013 - Jan 2015

Responsible for 32 SIS (Shop in Shop) locations, 104 shop's in the Netherlands, Driving sales through KPI's, visual merchandising and teams. Liaison between Department store and HQ. Marketing planning for short and middle term wins (sales incentives, promotions). Buying collections for the stores. Managing stock levels in the locations. Recognising new possibilities for new locations, new shop's and expanding the business from wholesale to retail.

see less

- **Title
Trainer/ Store Manager**

| Nov 2012 - Apr 2013

Design, create and give training to staff from Mexx. Next to that manager the retail store in the hague, flagship store, VM location for the company.



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WE Fashion | Oct 2009 - Oct 2010

Storemanager at WE men and women rijswijk. Also managing 7 other stores and storemanagers.

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- **Title
Storemanager**

| Oct 2005 - Oct 2009

Storemanager at WE Netherlands BV, WE WOMEN Leidschendam, WE Men and Women Rotterdam Zuidplein en WE Men and Women The Hague, WE Men and Women Rijswijk

The responsibility of all the operations of the store.
see less



- **Storemanager**

WE Fashion | Oct 2005 - Oct 2009

Storemanager at WE Netherlands BV, WE WOMEN Leidschendam, WE Men and Women Rotterdam Zuidplein en WE Men and Women The

Hague, WE Men and Women Rijswijk

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see less

Education & Training

2006 - 2009

● **InHolland**

BA, Retail Management