

MARTIN SNIJDER

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*Experienced **Founder of high tech startups** with a demonstrated history of innovating the plastics industry and upgrading agro waste-streams. Skilled Director, keen at **Entrepreneurship**, Innovation Management, Project Management, Marketing and Strategy. Strong business development manager with a Master's Degree in Plastics Technology focused in **Bio economy** and **Circular Economy**. Awarded Solutions **Winner of Outstanding Green Performance** by "CAPITAL MAGAZINE".*

PROFESSIONAL EXPERIENCE

Founder and CEO

09/2007 - 08/2017

GreenGran BN (HK) Ltd

- Winner of Wageningen Business Challenge, acquired 50 kEURO seed capital for creating business plan for production and sales of **natural fibre-based bioplastic composites**; attracted business partners from Netherlands and Hong Kong.
- Successfully raised over **850 kEURO start-up capital** for the production company in Hong Kong.
- Effectively created the companies' M&S- and R&D teams and managed them for 10 years.
- Built strong business relationships with offshore customers and suppliers and managed excellent product/service delivery and client satisfaction.
- Created solid recurring **client base in China and Europe** to fulfill sales capacity growing up to 1,500 tons/yr.
- Mentored new associates by providing training and **leadership** to sales teams in **Hong Kong, China, and Europe**.
- Acquired exclusive distributorship Europe for largest PHB bioplastic producer in China; Created markets in The Netherlands, UK, Poland and Italy.
- **Awarded Solutions Winner of Outstanding Green Performance** by "CAPITAL", the monthly magazine for Chinese finance executives, bankers and entrepreneurs.

Founder and CIO

12/2016 - Present

UpcyGran bvba

- Successfully developed a business strategy on how to **upcycle rubber waste** streams into **valuable products**.
- Layed-out and executed R&D for **innovative PMC's** within the construction-, and flooring industries for the upcycled rubber products.
- Acquired **seed development capital** from glass recycling association for Western Europe; used this to successfully clean-up and upcycle rubber waste on **pilot** scale.
- Set-up strategic partnerships with major rubber waste suppliers from laminated glass recycling in Belgium and Germany; secured sourcing of 5,000 tons/year.
- Pitched the PMC's to Hollands biggest 3 **multinational construction conglomerates**; successfully acquired onsite pilot testing capacity to replace PVC sheets by upcycled sustainable alternatives.
- Presented the company and its products at the 2 biggest fairs for the construction industry; nominated for the **Innovation Award**.

Senior Business Developer - Natural Fibre-based Products

07/2001 – 08/2007

A&F BV

- **Acquired** international **public-private innovation funds** and coordinated 7 R&D teams that developed non-food markets for natural fibre-based products, made from waste streams from flax, hemp, kenaf, jute, grass, coir and wood.

- Successfully **developed 4 technologies** on diversification of agro waste-streams: (1) for disposable plates from wheat bran, (2) for fibreboard from coconut shell, (3) for briquettes from wood waste and (4) for bioplastic composites from annual fibres and wood.
- **Set-up pilot plant production** facilities and organised workshops for technology transfer to entrepreneurs in Poland on wheat bran and in the Philippines on coconut-fibreboard.
- Inventor and Author of **2 patents** and 1 book, each concerning technologies and PMC's for upgrading agrofibre waste streams into industrial non-food applications.

Project Leader - Natural Fibre Composites

02/1994 – 06/2001

ATO BV

- Effectively led UN-Funded International R&D Consortia on diversification of jute-based composites for packaging applications.
- Organised workshops in India and China for technology transfer on Natural Fibre Composites to farmers, academics and entrepreneurs.
- Successfully led EU-Funded International R&D Consortia on diversification of flax/hemp-based composites for automotive applications.
- Invited speaker at International Conferences on Natural Fibre Composites for industry and academics in USA, Canada, Brazil, India, China and Germany. Author of 4 peer-reviewed publications.

EDUCATION

University of Twente – *M.Sc. in Polymer Synthesis and Plastics Technology* 1991 – 1993

Author of 1 peer-reviewed publication

University of Twente – *B.Sc. in Chemical Engineering* 1986 – 1991

LANGUAGE SKILLS

	<i>Writing</i>	<i>Reading</i>	<i>Conversation</i>
English	Fluent	Fluent	Fluent
Dutch	Mother Tongue	Mother Tongue	Mother Tongue
German	Average	Good	Good

VOLUNTEER WORKS

Trainer/Instructor - Disaster and Humanitarian Relief at **WaterStep** 12/2014 - 02/2015

Trained remote communities in the Philippines on how to use a safe fresh water filter system at their villages.

Hands-on Volunteer - Disaster/Humanitarian Relief at **Bangon Bohol** 12/2013 - 12/2013

Collected donations in the Netherlands; operated as hands-on volunteer for reconstruction of a school building in Bohol, the Philippines.

Chairman - Arts and Culture at **Stichting Discotheek Drienerlo** 1988 - 1992

Chaired/managed the second largest LP/CD Music Exchange Centre at Twente University. The Netherlands.

Chairman - Arts and Culture at **Stichting tART (Technics and Art)** 1990 - 1992

Chaired/managed collaborations between art students and engineers at Twente University, resulting in the exhibitions at the annual festival.