



## ALEX VAN DEN BERG

*BEGE power technology will appoint Alex van den Berg as Commercial Director with effect from January 2023. A great opportunity to get to know this enthusiastic board member.*

### Who is Alex van den Berg?

I am 46, living in Lisse, happily married and proud father of 3 children. In my free time I listen to music, cook a nice meal and spend time with my family.

I am very passionate about sales and account management. I like talking to people, both privately and at work; I always have interesting conversations about various topics.

### How did you end up at BEGE?

I missed action in my previous job as a branch manager at a telecom provider and quickly switched to the position of assistant account manager. Cold acquisition turned out to be absolutely fantastic! I literally went out with a stack of empty contracts and just started at number 1 and went all the way down the street. Day in day out.

At an employment agency I saw a job offer 'Account Manager male/female', so I met at least one of those requirements. Based on my work experience and my wishes, they came up with a job as a salesman at BEGE Power Transmission.

I had no technical background at all, but I could certainly sell. If you're looking for someone who can open doors for you and build relationships, then you've come to the right place. And luckily they also saw that at BEGE.

### You have now been working at BEGE for 11 years; what is your highlight?

What I am very proud of is that when a particular customer considered ending the cooperation, I managed to keep this customer with dialogue and keeping to agreements. They are now even one of our biggest customers. This company now sees us as an example supplier and believes: "Everyone should do it the way BEGE does it".

Another highlight is the acquisition of Ströter by BEGE. I think the growth we have experienced as a result of this, with the close-knit team, is fantastic. When I look at my own department, I see wonderful colleagues who really do something for each other and go for it 100%.

### As the new Commercial Director, what developments do you foresee for BEGE?

Growing, continuing to grow: as a person, as a colleague and as an organization. We are very ambitious and already well on our way to achieving our goals. We want to maintain the growth we have initiated in recent years. Especially with the Engineering department, we want to provide more customization to be even more unique and to continuously improve our products.

I would like BEGE customers to experience: "If I ask BEGE or Alex, it will be all right". We have been in existence for 72 years now and I see it as a challenge to make BEGE's brand awareness even greater.