



MARCEL BIESMA

BEGE power technology appoints Marcel Biesma as Operational Director with effect from January. A great opportunity to get to know this hands-on board member.

Who is Marcel Biesma?

I am 51 years old, born in Zeeland and now living in Alphen aan den Rijn.

How did you end up at BEGE and what attracts you to this industry?

I was young, needed a job and then I started working as a machine cleaner in a technical company's workshop; cleaning the machines and sweeping the floor with a dustpan and brush. In my spare time I was behind the machines and out of interest I started doing the MTS mechanical engineering. Thanks to my technical background, I was approached by a recruiter for a job at BEGE.

During my job interview I had a "nice" discussion with the management. On the way home I thought, "Well, this won't come to anything. Who is going to argue with their future employer?" But to my surprise I was invited for a follow-up interview and here I am, 14 years later.

I think the nice thing about the drive industry is that it is tangible; you see something, it becomes something and it can do something. I am a hands on manager; Fortunately, in my job I don't have to sit behind my desk for 8 hours, I often walk to the workshop in between. That suits me. And then BEGE is also a company that assembles a lot, so you are also challenged to think very creatively and flexibly about the best solution for the customer. So much is possible with a drive. That makes it a fun industry.

You have now been working at BEGE for 14 years; what is your highlight?

The moment I became operational manager. The step to a managerial position meant that I suddenly became operationally responsible for the entire shop floor downstairs.

I really climbed from the shop floor with dustpan and brush to the chair I'm sitting on now. What I also think is really cool is that we have built such a close-knit team over the years.

As the new Director of Operations, what developments do you foresee for BEGE?

I see that the dividing line between work and private life is becoming increasingly blurred and I try to move along with that, just like the entire management team. I find a flexible attitude with both BEGE and it's employees very important. For example, if someone has to arrange private matters in between and is occasionally gone for a few hours, but then comes back to get the work done. People are an important part of BEGE's capital and I must and want to treat them well. People-orientated and socially conscious entrepreneurship is my pursuit for the future.

In terms of technical developments, we have invested in the expansion of the MIG production area so that we can scale up the production of our encoders. Another development is the rollout of the Paternoster system. This system ensures an even more efficient warehouse, which means we can pick orders more quickly and deliver to the customer faster.