

BIOGRAPHICAL SUMMARY

Frans C. Cornelis

managing director Group marketing & communications

Born in Rotterdam, the Netherlands on January 4, 1957, Frans Cornelis graduated in Commercial Law and Information Science at the University of Leiden in 1982.

In 1983, he also obtained an MBA from INSEAD, Fontainebleau, France.



After INSEAD, Frans started his career as an assistant sales manager for ICI's Petrochemicals and Plastics division for continental Europe, based in Ghent, Belgium. By the end of 1985, he moved to Guisborough, UK where he took up the function of Crude Oil Trader and Feedstocks Manager at ICI's Wilton site.

In 1988 Frans moved back to The Netherlands to become the manager of the Ede facility of OPG's Gammaster group. Gammaster (now Isotron PLC) is the world leader in radiation processing of medical supplies and certain foodstuffs. In 1990, he joined AT&T Network Systems as the market manager EMEA for their new Private Networks business. In 1993, he was promoted to product management director of AT&T's Professional Services Group in Europe and the Middle East.

From AT&T he joined SaraLee/Douwe Egberts as vice-president marketing Europe of the DECS division, which serves the out-of-home and the hospitality markets for Coffee, Tea and related products. The DECS division was merged with the retail division of Douwe Egberts by the end of 1998 and Frans joined KPN Telecom as corporate marketing director.

In 2003, Frans joined Randstad Holding as managing director group marketing & communications. His team is in charge of the coordination and coherence of the marketing and the external and internal communications processes within the Randstad Group. They also act as the Brand Champion for managing the Randstad brand portfolio, underpinning the central building block of 'Superior Brands'.

Outside Randstad, Frans is chairman of the European Marketing Certification Foundation (EMCF), chairman of the Foundation for Interactive Digital Screen Communication (IDBC) and honorary member of the Netherlands Marketing Association (NIMA). He also plays an active role as a board member of the Dutch National Rowing Association (KNRB).

Frans is married and has three children, and apart from rowing he enjoys skiing and travelling. He also admits to being quite a Rolling Stones fan!

Diemen, the Netherlands, March 2010