

Double O Roos  
Roos van der Jagt  
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<http://www.doubleoroos.com/>

<http://nl.youtube.com/doubleoroos>

<https://www.facebook.com/#!/pages/Double-O-Roos/233>

## **OBJECTIVE**

Multi Media Artist with nearly 25 years of experience as painting and movie directing efforts for diverse companies and industries. Demonstrated ability to maximize volume and transform market position from last to 2 years through relationship building, negotiating favorable deals, securing strategic alliances, developing effective movies, and closing deals with top museums and international film festivals.

Demonstrated ability to listen to prospects needs, develop solutions to meet their goals and cultural influences, and build trust and respect. Held management responsibility for several movies, low budget administration, and funding in annual revenue. Internationally traveled; basic English communication skills.

## **EXPERIENCE**

1996 - Present Double O Roos located in Rotterdam

Screening of the Movie In Memoriam Grand Hotel Central for The International Film Festival Rotterdam 2003. Manage sales and marketing efforts concurrently for the company named Double O Roos the smallest movie Producer group in Rotterdam, a start-up movie producer label owned by Double O Roos.

Develop and implement business development, sales, marketing, and PR strategies to acquire new customers and retain existing accounts. Set individual and company-wide sales objectives and formulate plans to expand business. Identify opportunities for strategic alliances and partnerships that further business goals.

Manage corporate collateral material, including brochure and Web redesign.

## **Key Accomplishments:**

- Recovered accounts receivable through implementation of software billing solution that established a net-45-day (down from 90 days) policy on pr. The new system also reduced billing costs by 10%.
- Negotiated with, signed, and currently manage PR for one major performers for Double O Roos.
- Proposed the introduction of new services that are expected to elevate the company's image and generate \$500,000 in annual revenue.
- Re-designed company Web site, creating a cutting-edge online presentation that has received commendations by the art community and customers.

## **EDUCATION**

1990 - 1994 ART ACADEMY (Willem de Kooning) Rotterdam - The Netherlands

Propedeuse

Major: autonomous

Harvard Business School

Certificates;

Decision Making

Influencing and Motivating Others

Managing Change

Managing Difficult Conversations

Negotiating for Results

Productive Business Dialogue

## **ADDITIONAL INFORMATION**

Early Career:

Magazine Vogue Italy

2012 publication on the Art and Commerce site [https://photovogue.artandcommerce.com/artist-detail.php?artist\\_id=6286](https://photovogue.artandcommerce.com/artist-detail.php?artist_id=6286)

2012 - 2013 publication on the Vogue Italy site <http://www.vogue.it/en/photovogue/Profilo/c7a341f7-2a13-435d-93f9-e005bbbd3f5a/User>

2010 Release CD Double O Roos - Upper class

2009 Release CD Double O Roos - Ghetto Rock

2008 Release CD Double O Roos - Blooming Jazz

All available for download on

<http://itunes.apple.com/nl/artist/double-o-roos/id306402669>

2008 Kane (a famous Dutch rock band) amplifier design custom made for Dinand Woesthoff the lead-singer of the band.

2006 SOS Fiesta auction (SOS Kinderdorpen)

Sold the painting "Jim Morrison".

For the benefit of SOS children association.

<http://www.soskinderdorpen.nl>

2005-2006

Donation of the painting "David Bowie" for the Notspopup event

<http://www.notspopup.com>

2005

Sponsorship

The Florence Biennale 2005

[http://www.florencebiennale.org/sito\\_biac/eng/sponsor\\_eng.htm](http://www.florencebiennale.org/sito_biac/eng/sponsor_eng.htm)

Exposition 11-01-2004 until 22 February  
Dutch-art Gallery  
Coolhaven 50-52  
Rotterdam  
<http://www.dutch-art.nl>

Exposition on the art fair Kunst en Kind  
31-01-2004 / 01-02-2004  
Ahoy Rotterdam  
Workshop for children

Commissioner for the Annual Academy Awards nomination for The Netherlands Film Fund for two years 2003 and 2004

The Netherlands Film Fund is the national agency responsible for supporting film production and cinema in the Netherlands. It focuses on the quality and diversity of feature films, documentaries, shorts, animation and experimental films. The Fund's operations cover participation in development, production, distribution and marketing. It is also responsible for promoting a good climate for the national film industry.

Short Movie production  
In memoriam Grand Hotel Central  
Rotterdam  
Screened at the International Film Festival Rotterdam 2003

Exposition Gallery 96  
Kunsthall  
Rotterdam

## **PAPER REVIEWS**

PhotoDigitaal 1 price 2014  
2Bmag – publication 11 pages 2012 [http://www.issuu.com/2bemag/docs/2bemag\\_27](http://www.issuu.com/2bemag/docs/2bemag_27)  
Et Alors - magazine 2012  
JAN Magazine January 2009  
Rotterdam Punt Uit - magazine  
International Filmfestival – paper 2003  
Nieuwe Revu – magazine 2003  
Opzij - magazine 2003  
International Filmfestival Rotterdam - Tiger alert 2003  
Elsevier-magazine 2003 considering the movie In memoriam Grand Hotel Central shown during The International Filmfestival Rotterdam 2003