

Biography – Erwin P.R. Versleijen
Business Management Consultant



Erwin Versleijen (1967) studied retail management in The Netherlands, as part of his secondary education, with a major in textiles and sports before joining the Army. After his tour of duty he started a pilot store for Belgium leisure brand Cricket & Co. that he managed for four years. In parallel he started working for ES Supply, an innovative manufacturer of environmental friendly cleaning products, where he looked after major accounts in the heavy- and petro-chemical industry prior to a career change into the business electronics and information technology sector with Konica Minolta.

At Samsung Electronics he was responsible for product- and channel management and the introduction of high-end monitors into the Benelux market and made the brand a top-3 player coming from nowhere. After a short stint, setting-up a distribution network in Eastern Europe, he started at BMC Software where he was responsible for mainframe solution sales within the finance sector. After two years he was recruited by its EMEA headquarters to look after new lines of business in the Northern European Region prior to becoming a business unit manager and introducing the Business Service Management initiative in the Region. He was responsible for a 125 million euro budget.

In 2004 he started up his own practice in corporate finance and international business development and became an associate of Kylla Europe, a pan-European corporate finance house. His clients included a unique wireless broadband operator, an electronic medical record provider, a remote online backup service provider and the manufacturer of the ultimate luxurious carrying case. Early 2008 he emigrated to New Zealand and joined The BMC, helping New Zealand companies' to change, grow and start exporting to Europe. He has a well maintained network across the EU that can be leveraged by clients of The BMC.

Erwin Versleijen holds a diploma in retail management, general management and several certificates in sales- and marketing management; started his executive MBA at Business School Nederland and finished his papers for finance-, human resource-, international- and marketing management. He resides in Auckland with his wife and daughters, is passionate about photography, motorsports, the Dakar rally-raid and keen on improving his golf handicap. With his family he explores the great outdoors that New Zealand offers.