



**Huub X.M. Maas**  
Of Counsel

**Partners in Relocation B.V. (PIRGROUP)**

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## Professional Background

- He has over 30 years of extensive international experience in the field of general management, marketing, business development and innovations.
- From 1985 until 2005 he held various national and international positions at Heineken N.V., a Dutch multinational and one of the world's largest breweries:
  - His career started in sales in the Netherlands;
  - After eight years he held several positions in Singapore, the Canary Islands and Belgium;
  - Later he became responsible for strategic innovations and standardization of Draught Beer Equipment and Kegs.
- In 2005 he took his acquired skills and merged them with his entrepreneurial spirit and set up his own businesses with a focus on innovations.
- He then worked in a wide variety of industries including: fast moving consumer goods, financial services and medical devices.
- Due to his extensive international career, personal experience, and his broad network of connections, he was asked to join the PIRGROUP and help to further expand the global mobility side of the business in 2016.
- He has a bachelor degree in economics/law from the HES Amsterdam.

## Proven Track Record

- Experienced business development partner with proven project management skills:
  - Developed and implemented the "Draught Beer Strategy" for Heineken N.V.
  - Developed and introduced a revolutionary concept for a no-cleaning draught beer installation for low volume on-premise outlets. Growing and successful in over 90 countries;
  - Developed a new and innovative draft beer installation for home use, which has been successfully licensed to a large consumer electronics company and introduced in more than 15 countries.
- Developed a business plan for the International roll-out of EHF (Europese Horeca Financierings Maatschappij), successfully implemented in Belgium.
- Developed a strategy paper for Heineken Belgium N.V..

- Responsible for the re-development of the Rembrandt and Thorbeckeplein in Amsterdam, and the Stationsplein in Eindhoven.
- Responsible for financing, developing and marketing a simple self-diagnosis test using innovative lab-on-a-chip micro-/nanotechnology. After eight years the first product was ISO certified and validated and launched in the Netherlands and Spain (including compensation from the Dutch Healthcare Authority).
- Since joining PIRGROUP he has been able to put his international experience to good practice, and has helped PIRGROUP to expand

## Capabilities

- Multinational mentality;
- Extensive concurrent project management skills;
- Learned and grown from his international assignments;
- Living and working with a diversity of cultures has become his work but also lifestyle;
- A 'nose' to recognize innovative products/concepts;
- Motivator and inspirator for others;
- Create innovative tools and processes to make international mobility a less complex and difficult process for our clients.