

CURRICULUM VITAE

Personal Details

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Date/place of birth	27 May 1963, Den Helder, the Netherlands
Nationality	Dutch



Profile – Innovation Leader

Creative, inventive and seasoned Innovation Leader. By looking first what the consumer really wants, and not taking the familiar road or prepossessed solution, I have delivered many remarkable solutions and concepts. My management style is best characterized as an inspirator and coach. It is wonderful to amaze others with practical solutions no one expected. Integrity, exploring, teamwork and humour are my important and proud drivers.

Educational Background

Mechanical Engineering at Hogeschool Haarlem, specialisation in 'Production Engineering'. Bachelor of Engineering. Graduated in 1989 with a 9/10 on main graduation subject.

Work Experience

3/2019 – Present **Independent Innovation Consultant**
*Founder/owner **UtenPolle**, Woerden NL*

Innovation is the process of generating ideas for a specific problem or need, and convert the invention into a useful product or service. Therefor, creating value for its users. It must satisfy a specific, unmet or latent consumer need – *'What problem does it solve'?*

2013 – 3/2019 **Disruptive Innovation Director**
Unilever R&D, Foods R&D Discover. Vlaardingen NL.

Responsible to find new and radical consumer products, services and solutions based on new developments or applications of science and technology; with a focus on packaging and user interaction. Working with combined internal- and external teams. A close co-operation with Universities (TU Delft, Utrecht University, Wageningen University) to discover new technology and convert these into new consumer propositions. Also advise, help and guide the industrialisation of new concepts into Unilever business.

2011 – 2013

Senior Scientist Conceptual Design

Unilever Foods & Health Research Institute. Vlaardingen NL.

Seeking new opportunities for Unilever business from developments in science and technology, converting these into tangible business propositions. Coaching project teams in their quests for consumer concepts.

2007 – 2011

Business Development Manager, Ice Cream & Beverages

Unilever R&D, Foods Research Centre. Vlaardingen NL.

Leading portfolio of all ice cream and beverages projects running in Unilever R&D Vlaardingen site. Reporting to VP Ice Cream and Beverages in Colworth House laboratory Unilever UK.

2003 – 2007

Portfolio Manager Ice Cream

Unilever R&D, Manufacturing Science and Technology.

Leading project team and the portfolio of all ice cream projects running in Unilever R&D Vlaardingen site. Reporting to Head R&D Ice Cream in Colworth House laboratory Unilever R&D UK.

1996 – 2003

Project Leader Ice Cream

Unilever R&D, Advanced Manufacturing and Technology Group.

Leading project team to explore and investigate new manufacturing methods for ice cream.

1993 – 1996

Unit Leader EID (Electrical and Instrumentation).

Van den Bergh & Jurgens, Margarine Factory, Rotterdam NL.

Responsible for all electrical equipment and electrical maintenance. Team member of factory project team as lead for machine control, instrumentation and automation.

1990 – 1993

Control Engineer

Unilever R&D, Technology Application Unit, Vlaardingen NL.

Design, build, programming and commissioning of next generation control systems for new processing equipment and (food) manufacturing machines.

Department's focus: 'New machines for new products'.

Examples of Delivery

Two launched examples of breakthrough technological inventions that were also converted into profitable consumer propositions, fulfilling (latent) consumer needs:

Magnum *New luxury Magnum ice-cream product range based on a new and patented cryogenic shaping technology. Product examples: "Magnum 5 Kisses" (product line), "Magnum Temptation".*

Lipton *Device/method for making fast premium fresh brewed tea. Marketed as "Tea Fusion by Lipton" via FoodSolutions (Unilever's out-of-home business) and as "T.O by Lipton" for the retail, by Krups.*

During a personal interview I can indicate many more examples of delivery, however, this has to be done under confidentiality because many of my inventions are highly IPR sensitive.

Patents and Inventions

Up to date 17 patents filed with me as inventor, of which 11 are granted, 1 pending.

WO2001080662A1	Ice-cream extrusion head	Abandoned*
WO2004017748A2	Process for the manufacturing of frozen aerated products	GRANTED** #1
US8495892B2	Process and apparatus [...] of frozen aerated products	GRANTED
WO2010052111A1	Container assembly for preparing a beverage	Abandoned
WO2011076520A1	Mixing method for concentrate in water cooler	GRANTED
WO2011076521A1	Beverages dispenser with water cooler	GRANTED
WO2012016911A1	Fixed volume dosing cap for squeeze bottles	Abandoned
WO2012019969A1	Low cost water purification device	GRANTED** #5
WO2012062576A1	Adjustable volume dosing cap for squeeze bottles	GRANTED
WO2012163627A1	Method to remove headspace from bottles after filling	GRANTED
WO2013026644A1	Method to emboss/shape solid emulsions without fouling	Abandoned
WO2013092021A1	Cap to dispense small amounts of liquid when closing	GRANTED
WO2013092022A1	Cap to dispense small amounts of liquid when closing	GRANTED
BR102014017208A2	Display and dispensing assembly [...] use of a rim adapter	Pending
WO2015024751A1	Method to use mould as food packaging, without ingrowing	GRANTED** #10
WO2017050540A1	Apparatus and process manufacturing of a packaging sachet	GRANTED
EP3165095A1	All-in-one baking kit for making cakes	Abandoned
USD559681S1	Design registration: manual ice-cream cartridge dispenser	Active

* An abandoned patent has been reviewed by the European Patent Office as a credible and viable patent, however, due to programme prioritisation by Unilever, the process- and filing fees have been stopped. The unique solution does qualify as 'prior art' hereafter.

** Awarded by Unilever R&D with a 'Silver Dollar' for the first granted patent, a 'Golden 5 Guilder' for the 5th granted patent and a 'Golden 10 Guilder' for the 10th granted patent.

Disruptive Design Studio

In 2012 the 'Disruptive Design Studio' (DDS) was founded, by VP Unilever Foods R&D Discover and me, as part of the Disruptive Innovation department of Unilever Foods R&D Discover Vlaardingen.

It is a close cooperation between Unilever R&D and faculty Industrial Design of Delft University of Technology (Product Innovation Management & Entrepreneurship). Each half year, two teams of 6 Master students Industrial Design work on a very challenging business assignment. Directly managed and coached by me, using disruptive innovation model developed over the past years. It starts with the analysis of the real underlying consumer need or problem, followed by finding the most optimal (technical) solution. User interaction is a key driver and fundamental in this innovation process is to 'start with the consumer in mind'. The DDS is a fast-track innovation process to find truly game changing concepts – but with a high risk for success involved. It can result in uncomfortable concepts for the business.

Up to end 2018, a total of 31 teams have participated in this continuing programme. Some remarkable concepts and unanticipated results came out of it, a number of these are currently progressed by Unilever's business units.

Disruptive Innovation is to foster better creativity, ensure consumer centric thinking from start to finish in the process, to step out the comfort zone and find truly new opportunities for Unilever. It is not about developing disruptive science or technology, but about the resulting effects of new concepts in the existing marketplace.

Major Courses and Training

2015-2016	Unilever Management Development Programme.
2009	Packaging Foundation Course.
2007	Standards of Leadership Course.
2005	Marketing Foundation Course.
2004	Senior Leadership Development Programme.
2004	Advanced Project Management.
2003-2004	Unilever Foods R&D Academy – Effective R&D.
1997	Ice Cream Foundation Course.
1996	Manager onboarding training.
1996	CAD drawing/design course, including CAM/CAE modules.
1995	Conflict Management training.
1994	Project Management.
1994	NEN3140 Certification.
1990 ... 1993	Various PLC design and programming courses.

Extra Curriculum Activities

Board member of the **Van de Poll - Wolters - Quina Stichting** (PWQ), a Dutch foundation with ANBI accreditation for the management, preservation and exhibition of paintings and silver of the large art collection of the Van de Poll, Wolters and Quina families (majority of objects are from 17th to 19th century). Within the board, my focus is on the PWQ.nl website, digitalisation of objects and management of the art depot/storage.

From my youth onwards, I am playing and enjoying (field) **hockey**. Currently participating in so called 'Trimhockey' (mixed hockey, 30+ and seniors), twice a week training and part of the core team for mid-week competition.

Active member of the **Saab** Forum and Saab Club Nederland. My passion for this (alas stopped) car brand started in my late teens and lasts until now. Working, maintaining, restoring and repairing cars is a very enjoyable hobby. Besides the many Saab's I have owned over the years, I recently restored a completely decayed 1975 Saab 95 back to its full glory.

But by far the most important, joyful and fulfilling activity is being married with my wife (clinical psychologist) and being father of a son (studying Chemistry) and daughter (high school student).