

*“Technological developments and innovations impact organizations greatly. To stay relevant, organizations need to transition, optimize and innovate.*

*Ever since I can remember I was interested in IT and technological developments. Maybe because I had the opportunity to play with computers starting at a very young age. Therefore, my first study Industrial engineering, had to include technological aspects. This study also introduced me to entrepreneurship, and it got me excited. To develop my skills further, I started my first job in sales at a technological company Océ Netherlands.*

*After Océ was acquired by Canon N.V. I became an Account director responsible for optimizing document management processes within large Healthcare organizations. Managing IT projects within large organization sparked my passion for innovation and change management even more, which has led me to my second study, an MBA with a specialization in Change Management and business model innovation.*

*My experience in sales, as an Account Director and my studies provided me with the solid base to pursue my own company BrightMinds. At BrightMinds we increase efficiency within organizations using innovative thinking, project management and change management methods. I focus on analyzing, structuring and implementing various changes within organizations, with or without technology.”*



I AM, CLAYTON LASTEN | My passion is innovation; my core values are Quality, Result Orientated and Customer Driven

### **Entrepreneur and Owner, BrightMinds 2017 – current**

We are Innovators, Project managers, Change managers and Organizers. Moreover, we are entrepreneurs. We are a consultancy agency that dares to be just a little different. We believe that innovation and development emerges from entrepreneurship: people who dare to take a risk, take their responsibility, are proactive and eager to learn. It's our ambition to link professionals with an entrepreneurial mindset so they can grow stronger together.

My background in IT projects within organizations in diverse sectors, offers a versatile profile which fits into different roles. I can assist your organization with Strategic Analysis & Advice, Project management and Support and Workshops & Trainings. Subjects vary from change management, (business model) innovation, Marketing and business development.

I stand for innovative insights, a critical point of view and supportive and qualitative assistance for your organization. My main goal is to create added value and a sustainable competitive advantage for your organization.

## EXPERIENCE

### **Ictual | Decos Caribbean | Managing Consultant, July 2017 – Current**

I am responsible for the daily management of the team, project management, partner management and Business Development of Decos Caribbean. Furthermore, I have to develop new entrepreneurial ways of working, stimulate intrapreneurship and oversee the growth of Decos within the Caribbean.

### **Canon Netherlands N.V. | Account Executive Healthcare, Oct 2013 – Jan. 2017**

Within the healthcare segment I was responsible for large care and cure organizations and the large teaching hospitals in the western area of the Netherlands. During the tender process, I was responsible for managing the tender process and the account team. Together with the account team I developed the strategy, produced the proposals and underlying business case prior to and during the tender procedure. Consequently, upon a successful implementation of a project, I was first point of contact for the customer during the contract period.

My distinctive character in each project was my critical and innovative approach. I challenged each project member to think differently. Customers aren't the same, they each have different desires needing to be fulfilled. Plotting the same solution on each project will not satisfy a customer. Therefore, thinking differently to deliver standardized solutions, in the most revolutionized and innovative way was my goal in each project. The healthcare sector is a strategic segment within Canon with a strong focus on innovation. In co-creation with my clients I looked for new innovations that led to optimization of processes. Within these projects, efficiency, standardization, quality, and a favorable ROI of the new solutions was the main goal.

### **Canon Netherlands N.V. | Account Manager Corporate Accounts, Oct. 2012 – Oct. 2013**

In this position, I was responsible for acquisition and maintaining accounts for organizations with at least 250 FTEs or more within the commercial sector. I learned how to manage people involved in the acquisition of larger accounts, writing large offers and tenders, creating business cases and managing the implementation process.

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**Océ Netherlands | Sales Traineeship & Regional Account Manager, Sept. 2010 – Sept. 2012**

The first year at Océ was structured as a traineeship with multiple courses. Soon thereafter I was responsible for acquiring new prospects within my own territory. I had to approach and visit customers, with the focus on Document Management Solutions. During the last year, I was also the mentor of a new colleague. As a mentor, you are responsible for supervising the sales process and helping a new colleague.

**PROJECTS****Haaglanden Medisch Centrum | Account Executive Healthcare, 2016**

Complete outsourcing of the document management solution within the hospital. I was responsible for the complete process analysis, Tender, Contracts & SLA and implementation for the new infrastructure within Haaglanden Medisch Centrum.

**Parnassia Groep B.V. | Account Executive Healthcare, 2015**

Parnassia had to implement a complete new print infrastructure of 418 machines over 148 locations. I was responsible for the Tender Process, Contracts & SLA and the implementation process.

**STUDIES****MSc Business Administration**, TIAS Business School, 2014 - 2015

**Graduated in:** Marketing Management, Accounting & Finance, Business Research Methods, Accounting & Finance, Information Technology, Entrepreneurship, International Business and Marketing, Change Management, Strategic Management.

**Specialization:** Change Management

**Thesis Project:** Business model innovation, can it contribute to competitive advantage in large organizations?

**Bachelor Industrial Engineering**, University of Arnhem and Nijmegen, 2005 – 2010

**Graduated in:** Entrepreneurship (Marketing tactics, Procurement and Sales Management), Process Control and Improvement, Change Management (TQM, 6 Sigma), Production Management and Logistics, Production Organizations and Improvement.

**Minor:** Diagnosis, Advice and Change Management.

**TRAINING****Masterclass Neuro Linguistic Programming** – Jasper Geluk, March 2016**SPIN Selling** – Océ Academy, 2010**Buyers Training** – Canon Academy, 2012**Blue Sheet** (Strategic selling method) – Miller Heiman, 2015

**Languages** | Dutch - Native | Papiamentu – Native | English - Fluent | Spanish – Basic |

**PERSONAL****REFERENCE****Job Frans, Channel Manger, Canon Nederland N.V.**

Kwaliteit, onafhankelijk, resultaatgericht, analytisch, innovatief en creatief zijn woorden die bij mij opkomen als ik aan de samenwerking met Clayton denk. De afgelopen drie jaar ben ik commercieel verantwoordelijk geweest voor Clayton als Sales Manager. Zelfstandig wist Clayton grote aanbestedingen te analyseren en mensen binnen het projectteam te motiveren om met een innovatieve bril naar de klant en oplossing te kijken. Hij staat voor kwaliteit en onderscheidend vermogen en bovenal gelooft hij dat elk klantcontact zal bijdragen aan een betere uitkomst van het offertetraject en relatie met de klant. Hij weet op een plezierige manier iedereen in het projectteam te motiveren om met dezelfde aanpak en werkwijze de klant te benaderen. Dit leverde een aangename werksfeer en grote successen op.

**Interests** | Health | Fitness | Innovation | IT | Entrepreneurship