

Arend Jan Zeeuw

From Industrial Ambition to Commercial Reality

Helping companies, investors and public institutions reduce the risk of complex decisions through better project delivery, technology industrialisation and strategic investment decisions.

Who I Am

I believe the transition to a more sustainable future depends not only on better technologies, but on better decisions.

I am an industrial executive with more than thirty years of international experience in the chemicals industry, spanning major capital projects, manufacturing operations, technology scale-up and portfolio governance across Europe, North America and Asia.

My experience combines large-scale industrial asset delivery, the commercialization of new technologies, and the ability to operate at the interface between industry, investors and public institutions. I am bilingual Dutch and English, with conversational German, educated in England with an MEng from Imperial College London, and lived and worked in China, the US, Belgium, the UK and the Netherlands.

What Problems I Solve

- **Making Major Projects Succeed:** Supporting organisations in the planning, governance, recovery and successful delivery of major projects.
- **From Innovation to Industry:** Helping organisations reduce the technical, commercial and execution risks of bringing new technologies from laboratory, pilot or demonstration scale into commercial operation.
- **Strategic Investment Decisions:** Helping organisations, investors and public institutions make better investment decisions by aligning technology, execution, governance and long-term value creation.

How I Can Engage

- **Executive Leadership:** Permanent leadership roles in industrial operations, engineering, major projects or technology industrialisation.
- **Interim Leadership:** Short-to-medium-term deployment into critical programs requiring accelerated execution, governance improvement or project recovery.
- **Operating Partner:** Supporting investors, private equity and portfolio companies with industrial scale-up, execution oversight and value creation.
- **Strategic Advisory:** Independent advice on strategic investment decisions, project governance, technology industrialisation and industrial transition.

Where I Add Value

- Turning complex industrial ambitions into executable, commercially successful projects.
- Reducing project risk by strengthening governance, decision-making and execution discipline.
- Supporting organisations through technology industrialisation, strategic investment and major project delivery.

What I Bring

Major Project Delivery

- Direct delivery responsibility for a \$225 million major project in the United States.
- Leadership of capital projects across Europe, the United Kingdom, the United States and China.
- Extensive experience in manufacturing, operations, process safety and industrial asset management.

From Innovation to Industry

- Led the invention and scale-up of a proprietary biomass-to-renewable aromatics technology platform from concept through pilot-scale validation.
- Holder of six patents across polyurethane process technology and biomass conversion.
- Extensive experience aligning technology development, engineering, operations and capital investment to enable successful scale-up.

Strategic Investment Decisions

- Led governance, budgeting and forecasting for a \$200M+ annual global CAPEX portfolio across 50+ manufacturing sites.
- Extensive experience in prioritising and balancing strategic investment decisions across a global manufacturing organisation.
- Board member of a pension fund, including service on the Investment Committee.

Contact

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