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## **SUMMARY**

Novidec combines management consulting with scientific methodologies to facilitate rational decisions in situations of uncertainty.

## **PROFILE**

Antoine focuses his business and technical consultancy services on innovation, decision support and data analysis. He has a demonstrable record of successful interventions and project delivery, with clients ranging from multinationals to SMEs. Before co-founding Novidec in 2004 Antoine held a number of technical and managerial positions with Shell and Unilever, in The Netherlands, the USA and the UK, and was Marketing and Business Development Director with Accelrys, a supplier of scientific software and services.

## **PERSONAL SPECIALISMS**

Technology Management

Innovation; Product Design and Development; Corporate Technology Management;  
Technology Forecasting and Planning

Business Strategy & Planning

Management Decision Making; Strategic Planning / Business Plans;  
Cost / Benefit Analysis

Information & Computing Systems

Knowledge Management; Project Management; Management Information Systems;  
Database Design / Development

Marketing & Sales

Product Development; Marketing Strategy / Planning; Market Research / Analysis;  
Sales & Marketing Training

Health & Safety

Risk Assessment

## **ADVISORY ROLE(S)**

Consultant, Project Manager, Facilitator, Trainer

## **INDUSTRY EXPERIENCE**

Oil & Gas, Chemical, Fast Moving Consumer Goods, Software.

## **ORGANISATION SIZE EXPERIENCE**

Blue-chip multinationals to medium sized businesses with turnover ~ £ 10 million.

## **QUALIFICATIONS & TRAINING**

PhD, Theoretical Physics (University of Groningen, The Netherlands)  
Marketing, R&D Management (Ashridge Business School, UK)

## **PROFESSIONAL MEMBERSHIPS**

Member of the Institute of Business Consulting

## **LANGUAGE ABILITY**

English, Dutch, German: fluent

## **OVERSEAS EXPERIENCE**

Lived and worked in Continental Europe, USA and UK.

## **CAREER SUMMARY**

From 2004: Novidec Ltd (United Kingdom) Managing Director and co-founder of Novidec Ltd, Neston, United Kingdom. Business and Scientific Consulting. Recent projects include:

- Development and delivery of a training course in decision making procedures for a multinational chemical company (2008)
- Adaptation of decision support software for a FMCG company (2008)
- Development of specialized parallel processing modelling software (2008)
- Audit of an R&D project portfolio to identify opportunities for new technologies for a chemical manufacturer (2008)
- Development of a decision framework for a global material management strategy for a FMCG company (2007)

2002 - 2004: Accelrys Ltd (United Kingdom)

2002 - 2004: Director Marketing and Business Development, Accelrys Ltd, Cambridge, United Kingdom. Responsible for strategic planning of the Materials Informatics business and initial launch of the (software) product portfolio.

1997 - 2002: Unilever (United Kingdom)

1999 - 2002: Head of Laundry Product Design and Evaluation, Unilever Research Port Sunlight, United Kingdom

1997 - 1999: Project Manager, Fabric Washing Powder Formulation, Unilever Research, Port Sunlight, United Kingdom.

1981 - 1997: Shell (The Netherlands, USA, United Kingdom)

1996 - 1997: Senior Scientific Consultant, Shell International Exploration and Production B.V., The Netherlands.

1992 - 1996: Project Manager, Shell Research and Technology Centre Thornton, United Kingdom.

1987-1991: Senior Scientist, Shell Exploration and Production Laboratory, The Netherlands.

1986-1987: Reservoir Engineering Physicist, Shell Oil Company, Houston, Texas, USA.

1981-1986: Reservoir Engineering Research Physicist, Shell Exploration and Production Laboratory, The Netherlands.

Antoine Schlijper  
Novidec Ltd  
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