



# Joachim Driessen

## SUMMARY

Passionate and seasoned CEO and board member with a proven track record in successful change management. A 'Can do' mentality is inspiring and motivational for all stakeholders. Experienced in complex turnarounds business development with sustainable improvement of results in business and sports.

## SPORT

### **Royal Dutch Climbing & Mountaineering Association ([NKBV](#))** 2012-2022

President from 2014 on, association with appr 75.000 members with competitions in bouldering, lead, speed and ice climbing and ski mountaineering. Leading sport climbing from a niche activity to a serious sport competition.

### **Dutch Olympic Committee ([NOC\\*NSF](#))** 2017-present

Board & Vice President Dutch Sport Court, Nomination Committee, Budget Commission, Working group Change Agenda 3.0.

### **Mountain Network ([MN](#))** 2023-present

Non-Executive Board member and advisor climbing gym organisation

### **Member of the Management Committee [UIAA](#)** 2017-present

### **Governance Committee [IFSC](#)** 2022-present

## BUSINESS

### **Current: interim, advisory & investment company ([Acletta Management](#))**

2009-present

Assignments as an interim board member or advisor for complex turnarounds, business development and financial restructuring for mid-size corporations.

### **Past: several board and CEO positions in large and mid-size media corporations:**

- CEO [MYbusinessmedia](#), B-to-B media (2015-2021)
- CEO & Owner Blink Publishers, magazines & school press (2009-2018)
- President & CEO [Wydawnictwa Szkolne i Pedagogicz](#), magazines, literature & school press (2011-2014)
- CEO [Malmberg](#), part of [Sanoma Group](#), magazines & school press (2005-2009)
- Managing Director [Kluwer Legal](#), B-to-B media (2002-2005)
- Executive Vice President Strategy & Business Development Royal Wegener, newspaper company (1999-2002)

Van Oldenbarneveltlaan 31  
3818HA Amersfoort (NL)  
+31653643969  
[jdries@planet.nl](mailto:jdries@planet.nl)

## EXPERTISE

- Complex turn arounds
- Innovation & Strategy
- Media

## EDUCATION

- MBA Leadership & Sustainability University of Cumbria (graduated 2015)
- Master's degree in Economics, University of Amsterdam (grad. 1991)
- Governance in non-profit, Avicenna (grad. 2022)

## SUPERVISORY ROLES (selection)

- [ACW Samenwerking BA](#), president, housing cooperation (2019-2024)
- [VARA](#) (board member), TV broadcasting organisation (2010-2013)
- [WSIP](#), board member (2009-2011)
- Dutch Publishing Association, president, media association royalties (2006-2009)
- [Monton](#), vice president, 15 Montessori schools (2002-2012)