



**Robert Hewins** (MBA, MBI, Rotterdam School of Management) has worked on business development, business transformation, change management and large-scale business system deployment programs for sector leaders including Barnes & Noble, Alliander, Avery Dennison, Canon, Heineken, HBOS/Lloyds and Time Warner. Robert has taught MSc. MBA and Executive MBA level courses since 1996 at the Rotterdam School of Management, Leiden University and Delft Technical University (Top Tech) in the Netherlands, and Keele and Lancaster University in the UK. Robert has worked with De Ruijter Strategy since 1996 in different capacities and took up the role of Associate Partner in 2019.

Robert, an American, was born in Belgium and has worked his entire professional career in international business. Robert is focused on helping clients transition from strategy formation to delivery planning and execution. He has been involved in a senior capacity for several major companies entering European markets. Whether acting in an advisory capacity or leading a delivery team, Robert's goal is to achieve the best client team results possible.

Exploring the world and experiencing new cultures occupy much of Robert's spare time, as does reading, wine collecting and cooking.

## [De Ruijter Strategy](#)

Nachtwachtlaan 20

1058 EA Amsterdam

The Netherlands

[www.deruijter.com](http://www.deruijter.com)

Tel. +31 20 625 0 214

[robert@deruijter.com](mailto:robert@deruijter.com)