



Steenkist Communicatie®

MARKETING COMMUNICATIE INDUSTRIËLE MARKT

How is Erik Steenkist?

Marketing communications specialist industrial market, since 1993
Office at Haarlem, the Netherlands



Workfield:

- production and machine industry, focussed on steel- and metalfabrication

Services:

- strategyconcepts for marketing communications b-to-b
- technical articles
- articles for journals about productionapplications for metal and steelproducts
- pr/advertising
- designing and production of documentation, mailings, magazines and so on
- company presentation at exhibitions

Customers are most of all marketleader in their business:

- | | |
|-----------------------|---|
| - Valk Welding | European welding robotintegrator |
| - BLM Group Benelux | sales- and service company for tube processing machines |
| - Dormac | sales- and service company for productionmachines for machining |
| - Hembrug | manufacturer of finish hardturning machines |
| - Okuma Europe | sales- and service company for productionmachines for machining |
| - Koike Europe | assembly, sales- and service company for cutting machines |
| - Landré | sales- and service company for productionmachines for machining, sheetmetal fabrication adn 3D printing |
| - Artech | salesoffice for EDM machines |
| - iCollector | automated order picking systems |
| - van Leeuwen CAD/CAM | integrator CAD/CAM systems |

CV

- VWO/atheneum-B 1976
- TU Delft, Architecture 1976 -1983 (finished)
- Assistant on TU Delft 1981-1985
- publisher of archicture books
- freelance assistant at architecture office The Hague
- post-study Business Economics Erasmus (not finished)
- project advisor and manager industrial buildings
- sales- and marketing manager at Euromach 1987-1993
- first customer magazine industrial market 1990
- starting office for marketing communications 1993

Area:

- Europe