

Guus Keder

Profile Entrepreneurial Private Equity professional with international, hands-on experience, being able to strike a successful balance between logic, intuition and creativity.

Experience 2003-- Axiom Venture Capital
Brussels, Belgium & Berlin, Germany

(Founding) General Managing Partner in a Venture Capital Partnership

- Venture capital operation focusing on energy and environmental technologies
- Currently managing one investment vehicle and developing one more vehicle
- Concept development
- Fund raising
- Staffing including Advisory Council, Venture Partners and investment professionals

1997–2002 Alta Berkeley Venture Partners
London, United Kingdom

General Partner in a Venture Capital Partnership

Investing

- Co-invested Alta-Berkeley V, the fifth early stage venture capital pool managed by Alta Berkeley Venture Partners.
- Started and developed dedicated investment in Information Technology, including Internet related businesses.
- Served on the Boards of 8 portfolio companies in 5 different European countries.
- Provided full support and assistance to entrepreneurs and management on business strategy, human resources and other issues. Successfully helped portfolio companies with 14 fund-raising exercises.
- Generated significant deal-flow through networking, public speaking, lectures, publications, conference attendance and creative syndication management.

Fund management and strategy

- Took the firm into the Internet era. Developed their first web-site.
- Reinforced fund image and visibility by representing the firm regularly at industry events.
- Recruited and trained a new Partner.
- Started an Entrepreneur In Residence Program and recruited the first Entrepreneur In Residence. He subsequently became the Chairman of a portfolio company.

Track record

- Initiated and accomplished five investments, including iobox, the largest exit deal in the firm's history.
- Generated approximately 90% of distributions out of Alta-Berkeley V during the first 5 years of the fund's life.
- Overall personal return highest of all Partners in the firm during the period.

Fund raising

- Was consequently heavily involved in raising Alta-Berkeley VI, a medium-sized early stage venture capital fund. The fund eventually closed in large part based on the returns generated by me in Alta-Berkeley V.
- Initiated and succeeded in attracting most new investors in the fund, representing almost 25% of the final investment pool.

1987–1997

De Ruiter & Keder Associates

Brussels - Amsterdam

Partner in a Corporate Finance Boutique

- Worked with Small & Medium sized Enterprises on M&A and fund raising.
- Arranged fund raising from venture capitalists for startup companies.
- Advised on over 50 successful transactions.
- Worked extensively with the Venture Capital industry.
- Served on Boards of several high growth companies.

1984–1987

Zimmer (Bristol-Myers)

Brussels, Belgium

Director, Business Unit, Healthcare Products

- Bottom-line responsibility for high-growth health care products business unit with sales teams in all important world markets and strategic manufacturing locations in the USA, Japan and Ireland. Executed restructuring program for the business unit with significant strategic and operational benefits.

1980–1982

Hagemeyer

Belgium, The Netherlands, Singapore, Malaysia

Various Sales, Marketing and Management related Positions in Management Development Program

- Marketing, Production and Product Management positions with a European professional hair cosmetics manufacturer.

Education

1983

Insead

Fontainebleau, France

- M.B.A., Business Administration (Dean's List).

1976 – 1980

Rotterdam University

Delft, The Netherlands

- Drs. Degree, Business Administration (MA equivalent).

1972 – 1976

Eindhoven University of Technology

Eindhoven, The Netherlands

- "Candidaat" Degree Electrical Engineering (BSc equivalent).

Interests

Technology, architecture, hiking, skiing, golf, cooking, world wines

Languages

English, French, German, Dutch (mother tongue)

Nationality

Dutch