



Johan van Veen

Managing Partner

Johan is founder of van Veen International GmbH, an international consultancy firm operating and specialising in the area of sales and purchasing.

For over 25 years, Johan and the global network of sales practitioners at van Veen International help customers improve their sales results through a formal sales methodology and effective use of value-based messaging.

Based on the very broad range of industry backgrounds, professional experiences and cultural contexts, the multilingual team has achieved significant sales results with customers in high tech, biopharmaceutical, biochemistry, IT, telecom, energy, and business services. Johan has coached sales leaders in creating organisations that fuel sales reps' success to reach more buyers and create more conversations, ultimately driving measurable results.

Johan began his sales career in leading multinationals, selling into the Biotech and Pharmaceutical industries. For over 12 years, he successfully led teams while rising to regional, European, and global sales management.

His broad range of global clients include: AGFA, BASF, BCD Travel, CHEP, DSM, EY, GE Health, Marriott, Monster, Pilatus Aircraft, PWC, Rio Tinto, Roche, Symantec, Sartorius, Takeda Pharma, USG People, among others.

Prior to joining ValueSelling Associates, Johan was a master trainer for the Miller Heiman Group. He speaks Dutch, German, French, and English fluently. He received a degree in Biology and Biotechnology from the University of Antwerp.

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