

Rob Timmer
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Rob Timmer is founder and owner of Xylogic Consulting b.v., and partner at TBK Consult.

Rob started his career as a management consultant in 2010, with a focus on the Technology, Media and Telecommunications market. Since then, he has taken up several consulting assignments in this innovative and rapidly developing value space, ranging from Strategy Development, Go-to-Market to Business Development and Key Account management.



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Rob Timmer has been in consumer electronics industry for 24 years in various Product / Marketing Management, Strategy & Planning, as well as Business Development roles. As a strategic marketing oriented senior executive, Rob has unique expertise and hands-on experience in creating and launching innovative product-service value propositions in international markets, establishing sustainable business models with internal and external stakeholders along the value chain

Rob's core competencies are:

- Strategy development
- Customer insight-based product and/or service value proposition development
- Value chain innovation, business modeling and monetization
- Business Development and Partnerships

During his career at Royal Philips Electronics, he has spent more than 10 years living and operating from Singapore, Hong Kong and Taiwan.

Rob speaks fluent Dutch, English and German (and a little Chinese).

Rob is a Master of Economics from the University of Groningen, the Netherlands

Rob Timmer will be heading a new initiative from TBK Consult providing management consulting services to software companies in the high volume consumer type markets. TBK Consult will be offering management-consulting services helping these software companies build and expand international growth.