



Name Fred van den Hoonaard
Born 26-05-1961
Nationality Dutch
Domicile Rotterdam, The Netherlands

Bio

With a bachelor degree in electrical engineering I have started my career in ABB (merge of Swedish ASEA and Swiss BBC in 1988) as an automation engineer in the maritime industry. Through several management positions I have gained experience in all aspects of business development and administration.

In 2010 I have become Group Vice President for ABB's Ports business, responsible for global sales, operations and services. In this role I have been working and living in China and Switzerland. ABB Ports transformed its portfolio from a product to a solution provider and has reached market leader position in terminal electrification and automation in 2015. Benchmark projects: Rotterdam RWG and APMT MV2, Dubai DWP T3, Long Beach LBCT Middle Harbor.

In 2016 I have returned to The Netherlands and started my own company FHO Consultancy in 2017, specialized in strategic development and implementation services. Throughout my whole career I have been a strong promoter of involving young talent in our operations and cooperation with universities and knowledge institutes.

Working experience

2017 Owner FHO Consultancy
2009-2017 Group Vice President ABB Ports (China 2009, Switzerland 2013)
2006-2009 Staff Executive Global Service Management ABB Marine and Ports
2001-2006 Vice President ABB Marine, The Netherlands
1992-2001 Engineering Manager ABB Marine, The Netherlands
1986-1992 Automation engineering roles ASEA / ABB Marine, The Netherlands

Education

2010 IMO Business School Lausanne, MBA program
1984 University of Applied Sciences Rotterdam, B.SC. Electrical Engineering