



MAARTEN BRONDIJK

GLOBAL & SUPPLY CHAIN BUILDER - COST OPTIMISATION EXPERT

CONTACT

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KEY RESULTS

- Cut €200k/year by implementing a direct injection shipping model.
- €54k/year saved in ingredient sourcing via supplier restructuring.
- Reduced fulfilment errors by 41% through WMS + tech stack integration

CORE STRENGTHS

- Global ingredient sourcing & supplier negotiation
- Multi-market logistics optimisation (EU /US).
- Fulfilment tech stack (Shopify, Sendcloud, WMS, Picker, Goedgepick).
- Freight strategy & carrier cost engineering.
- Data-informed inventory and sales forecasting.

EDUCATION

- **B.A. Logistics & Economics**
University of Applied Sciences Amsterdam
2013 - 2017
- **Minor - Building partnerships in China**
Donghua University Shanghai & University of Applied Sciences Amsterdam
2016
- **Associate's degree - Branch Management Wholesale**
ROC van Amsterdam
2011 - 2013

PROFILE

I turn fragmented supply chains into profit engines. Cutting costs, eliminating inefficiencies, and scaling systems globally.

At Jimmy Joy, I've led initiatives that saved over €250k/year through freight, sourcing, and fulfilment optimisation. Now looking to bring that firepower to a fast-growing DTC, foodtech, or ops-driven brand to scale globally.

WORK EXPERIENCE

Jimmy Joy (2015 - Now)

Supply Chain Manager

Oct 2018 - Now

- **Saved €200k/yr** by switching to direct injection with local carriers.
- **Negotiated direct deals with vitamin suppliers, saving €54k/yr** and improving quality.
- **Implemented picking & shipping software:** increasing fulfilment speed by over 20% and reducing label errors by 41%.
- **Launched recyclable pouch rollout with R&D:** compliant with humidity/light tests.
- **Timed** bulk purchasing of volatile commodities (e.g. cacao, flaxseed) to reduce stockouts and secure pricing.
- **Managed U.S. supply chain:** freight, docs, inventory control, customs.
- **Build forecasting tools + dashboards** to anticipate demand spikes and optimise inventory positioning.

Logistics & Head of Customer Care

Oct 2017- Sep 2018

- Managed daily ops across logistics and customer care, ensuring 6-day coverage and fast issue resolution.
- Integrated Sendcloud's Pack & Go with Shopify, increasing fulfilment accuracy and SKU visibility.
- Reduced labelling and shipping errors significantly by aligning system logic across customer care and our warehouse.
- Build workflows to sync support feedback directly into the carrier rule logic and checkout selection.

Graduate Logistics Trainee (Thesis)

Mar 2017 - Nov 2017

- Led a cost-reduction study to optimise European shipping without sacrificing delivery times.
- Modelled ideal warehouse locations to improve delivery efficiency across the EU.
- Analysed and optimised the European distribution structure, focusing on identifying an optimal warehouse location to improve delivery efficiency.
- Build a calculation tool to determine the most cost-effective transportation method for each order scenario.
- Delivered a proposal with up to 15% savings potential while maintaining a 4-day delivery window.

Logistics Assistant

Feb 2016 - Oct 2016

- Fully implemented WMS in Exact Online, optimising batch tracking and order flow.
- Supported warehouse ops and purchasing while refining backend logistics processes.

Internship Logistics

Sep 2015 - Jan 2016

- Set Up the first Warehouse Management System to support rapid order growth.
- Worked hands-on in warehouse, purchasing and fulfilment.
- Identified process gaps and implemented faster workflows for inventory accuracy.