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**IPLC**

*The Retailer Brand  
Specialists*

# KOEN DE JONG

Partner Director **IPLC**

Koen has a wide experience in the management of the manufacturing industry of Private Labels in Germany, France, United Kingdom and The Netherlands. He has taken part in numerous transactions and mergers and acquisitions in Benelux. He cooperates in different sectors related to business consulting of brands and distribution including the analysis and evaluation of companies, consulting tasks of administration board and participation the supervision boards. He speaks English, French, Dutch (mother tongue).

He has worked as a consultant for a large number of manufacturers and distributor companies, in Europe as well as other continents. He has published four books: Private Labels in Europe (2006), Private Label Uncovered (2011), Managing Private Labels (2015) and The Private Label Revolution (2019). Two of his books were nominated for the Price of Marketing Literature. Koen is a writer of Food and Global Retail Brand magazines.

Previous experience:

Dailycer (breakfast cereals)

United Coffee

Dalli Werke (detergents, cleaning products, personal care)

Cordero Weston Meijer (products of frozen potatoes)

Education:

M.Sc. Economy Erasmus University in Rotterdam

Supervisory Board Education Program, Nyenrode Business University

