



WIEBE BUIST

Profile

Versatile and experienced international business leader.

He is the one who points in the right direction, sets the priorities and goes after results.

With his background in economics and management he knows his way with sales, sourcing, costs, efficiency, investing, supply chain and organisation. Streamlines systems and processes, improves people's performance and brings new vigour to the entire operation. He does know that the key is a highly motivated team and finding the right balance between control and room to manoeuvre. Effective communicator, creates support for strategies and plans, keeps all stakeholders well informed.

Work experience

2019-onwards

Senior Business Advisor; Buist Consultancy, Rotterdam

Providing advisory services on strategic and operational business management issues to organizations in the chemical and energy sector.

Accomplishments:

- Project manager at Smart Delta Resources; facilitating Cluster Energy Strategy for the Schelde-Delta region and business development of industrial (residual) heat opportunities (December 2020 – now).
- Report on the potential role of CO₂ ship transport in Carbon Capture and Storage development (June – October 2020).
- Project leader for Field Lab Industrial Electrification, part of Deltalinqs Climate Program which supports companies within Rotterdam Harbour Industrial Complex on energy transition topics (January 2020 – now).
- Evaluation of a CO₂ liquefaction opportunity in Germany for a global industrial gas company (September – October 2019).

2014-2019

Vice President, Head of Supply Chain Global Governance and Process Optimization; Yara International, Oslo

Responsible for initiation of process standardization and related governance principles in Yara's global supply chain organization.

Responsible for Yara's Small Site Productivity System (03/2014 - 02/2016), implemented at more than 100 sites in 30 countries.

Accomplishments:

- Led blueprint phase of the Supply Chain Project (10/2014 - 06/2016), a large transformation programme aiming to standardize supply chain processes and harmonize related IT-systems.
- Realized sales order processing standardization in Europe, leading to centralization of customer service and transport management activities.

2009-2014

Vice President, Head of Business Unit CO₂; Yara International, Brussels

Profit & Loss responsibility for European CO₂ business (110 M€ gross operating revenue, 900.000 tons sales volume to wholesale and retail customers; operations in 8 countries, 200 employees)

Accomplishments:

- Initiated and managed transition from a country-based to a functional organization, clarifying responsibilities and focus areas.
- Increased CO₂ retail market share in Europe; 22% volume growth in 4 years while maintaining 20% EBITDA margin.
- Investment decision on renewal and expansion of CO₂ shipping fleet in 2012, confirming leading position with unique CO₂ supply chain concept.

2005-2009

Supply Director Business Unit CO₂; Yara International, Vlaardingen and Brussels

European responsibility for wholesale contracts (with large industrial gas companies) and overall supply chain management for Business Unit CO₂.

Accomplishments:

Diversified raw gas sourcing portfolio through investment in an ethanol-based CO₂ liquefaction plant (nominal annual capacity 250.000 tons) at Wilton, UK in 2008.

1998-2005

Wholesale, Sourcing and Shipping Manager; Hydrogas, Vlaardingen

Responsibility for wholesale business and third-party sourcing of liquid CO₂ and liquid argon for Hydrogas group as well as supply/demand planning and ships' routing between production plants and import terminals.

Accomplishments:

Initiated investment in CO₂ liquefaction plant at Dormagen, Germany (at Bayer chemical site) in 2002 to strengthen local retail market position.

1995-1998

General Manager; Hydrogas Holland, Vlaardingen

Profit & Loss responsibility for local Hydrogas subsidiary, focusing on CO₂ retail sales in the Netherlands.

1992-1995

Logistics Manager; Hydrogas Holland, Vlaardingen

Establishing CO₂ retail distribution structure in the Netherlands (including procurement of equipment and haulage services).

1989-1992

Sales Coordinator; Hydro Agri Rotterdam, Vlaardingen

Maximizing revenues from local site surplus production (phosphoric acid, mono-ammonium phosphate) and purchasing position (nitric acid).

1987-1989

Charterer/Shipbroker; Heinrich Hanno, Rotterdam

Acting as intermediary between ship owners and shippers of grain derivatives in the port of Rotterdam.

Board memberships

2009-2014

European Industrial Gases Association (EIGA), Brussels

Served as EIGA's internal auditor (01/2010 - 06/2013).

Education

2020

Kienbaum Governance Opleiding – Governance University, Doorn
Course for Supervisory Board Members

2019

Professional Career Development Programme – Van Ede & Partners, Rotterdam

2007-2008

Yara Leadership Development Programme at Ashridge Business School, London

1995

Norsk Hydro International Management Programme at IMD Business School, Lausanne

1987-1995

Erasmus University, Rotterdam
Master's Degree in Business Economics

1983-1987

Higher Economic School, Rotterdam
Bachelor's Degree in Economics, Economic-Linguistic branch

Private interests

Golf, swimming, reading (mostly fiction, thrillers), Bruce Springsteen, international travel.

Personal data

Home address: Kralingseweg 432, 3066 RD Rotterdam, The Netherlands
Nationality: Dutch
Mobile phone: +31-655-17 55 55
E-mail: wbuist@outlook.com