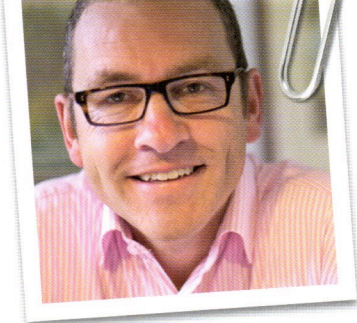


Text: Kirstin Hanssen



three questions for...

3 questions for Peter Simoons (Simoons & Company)

Peter Simoons is founder and owner of Simoons & Company in Bussum. He founded his company in 2009, while still being in paid employment. Since January 2010, Peter Simoons works full-time as an independent entrepreneur.

Simoons & Company stands for Strategic Alliance Professionals. Can you tell us a little bit more about that?

“In the book about alliance management that I’m currently writing, I describe strategic alliance as ‘collaborations between two or more organizations with the aim of achieving a more effective and/or more efficient envisioned result compared to when one of the organizations would operate autonomously’. In the Netherlands, the Senseo partnership between Philips and Douwe Egberts may be the best example of a strategic alliance. When entering into strategic alliances, a number of critical aspects are important for achieving optimal results. Aspects that involve partner selection for instance, the alliance contract and the alliance management. These have been documented by ASAP, the global professional organization of alliance professionals in so-called best practices.”

“At Simoons & Company we guide organizations in entering into strategic partnerships, coaching organizations towards the best results thanks to our experience and the best practices. That guidance can be given through short projects, such as with a health check, in which we take a close look at pending alliances and issue an advice for a course correction in the partnership. We also work on a more structural basis when guiding an alliance process or through interim management. In addition, we train people to be alliance professionals, both by means of customized workshops and workshops with open

registration, bimonthly in the WTC Carlton Tower in Almere. Simoons & Company is a network organization, with ‘& Company’ in the name referring to the strategic alliances I entered into with Simoons & Company to be able to offer my customer a complete package of services.”

Recently, you joined the WTCAA International Business Club. Why did you choose this membership?

“I wanted to join a business club to be able to expand my network, not only through online networking, but by means of real-life meetings as well. The customers of Simoons & Company are international customers. The WTCAA International Business Club unites both aspects.”

On your website, you state that you use social media to support your work...

“Social media is a communication method that every company should implement in its communication mix. With Simoons & Company, I apply social media as an integral part of my communication, in addition to traditional media and newsletters. Each communications channel has its own target audience. Social media is more direct, more volatile and certainly much faster than traditional media. It strengthens the brand positioning of your company. For me, the use of social media has led to a number of extra applicants for the workshop with open registration that I give in the WTC Carlton Tower in Almere.” **AA**

For more information:
www.simoons.com