

Raymond Loohuis (r.p.a.loohuis@utwente.nl)



Raymond Loohuis professional background started at the Dutch steel and tube producer, Hoogovens Buizen Precision Tubes (Corus Tubes). For 9 years he was responsible for commercial and marketing activities for this company in mainly the German and central European automotive industry. He is familiar with typical automotive quality systems such as ISO TS 16949, VDA audits, Six Sigma and continues improvement programs such as Lean Manufacturing.

Later in his career he became responsible as a general management team member for all commercial activities of this business unit.

His most recent professional experience in the automotive industry was the commercial and logistical responsibility for a German sub supplier in tubular components for seat structures in the automotive industry.

Between both professions, he was involved in conducting research and contributing to the management of a strategic alliance formation between a Dutch and an US firm in the commercial aviation industry. The research was the basis for his MBA thesis.

His educational background encompasses Marketing Management (B2B and generic marketing) and Business Administration. He obtained a Master degree in Business Administration with a major interest in strategic management and inter-firm relationships (IOR's)

Raymond started as lecturer in strategic marketing and supervises Bachelor and Masters with their final assignments at the Universiteit Twente, school of Management and Governance, in the beginning of 2009. Furthermore, he is a PhD candidate and does research in the domain of inter firm relationships, especially alliance development. He also teaches marketing and innovation management to pre masters and MBA students of the TSM business school, Enschede, the Netherlands