

## ERIK DE HEUS

Erik de Heus, CEO of Philips New Wellness Solutions, began his career as Financial Controller of a US-based software company. Erik then worked for 13 years for Hewlett-Packard in various marketing, sales and general management roles, in The Netherlands, Switzerland and the USA.

In 2001 he shifted his career from IT and business development, to become the CEO of a newly created Dutch Utility company, Oxxio. In a liberalizing utility market, he supported the creation of the market dynamics and established Oxxio as a solid player in the Dutch market, delivering electricity and gas to 800,000 customers. Erik was instrumental when Oxxio was sold to Centrica in 2005 and worked to manage the integration.

Erik is known for his drive to create new businesses, innovation, and entrepreneurship.