



“I could go on for hours!”

During the short period Alex Krüter studied Information Science he got glandular fever. Do you know what cured him? Taking up the study of Food & Business at the Hanze University of Groningen. It made him burst with energy again. After that he became a very successful marketing executive in Food. Moreover, he never tires of looking for more knowledge and new opportunities and that is exactly what he has found at the Anton Jurgens Institute: “Everything I learn here, I can use in my job straightaway.”

With a smile on his face Alex says: “I like to compare myself to the Knights of the Round Table. I am also forever on a quest, not for the Holy Grail though, but for knowledge. In primary school I was always looking for the question behind every question. My motto is: ‘Which next door is behind that door?’ That curiosity I can put to good use in Food.” In 1998 he started working for the Royal Smilde Food Group in Heerenveen as a marketing executive. He has now moved on to one of its daughter companies, Romi Smilfood, the business unit Margarines, Oils and Fats. Since 2007 Alex, by now in possession of his NIMA-C diploma (NIMA stands for ‘The Netherlands Institute for Marketing’) has been in charge of the new department of Marketing & Business Development, managing a team of twelve people.

Unique

His career is an impressive one. Been there, seen it, done it? Alex: “No. The Anton Jurgens Institute has given me many new insights. It is a unique training institute in the Netherlands: the only one that combines personal skills with business development and knowledge of Food and Health. You won’t find that at Nyenrode Business Universiteit (a prestigious Dutch business school) nor at the Erasmus University in Rotterdam.”

Has the Master course been any help to him on his ‘quest for knowledge’? “Yes, it is such a useful and varied course. For example, I have learned a lot about patents – both about the pitfalls and the opportunities – but also about business plans and the European directives on healthy food products. I have always kept up with the professional journals and attended congresses, but at the Anton Jurgens Institute I am learning directly from prominent experts. “



Valuable contacts

The Maser course has also contributed to the expansion of his network. “If I fancy developing special food products for children or old people, for example, I would not hesitate to phone the experts from Wageningen University, who I got to know during the Master course. Such contacts are invaluable.” Alex has high praise for the practical level of the marketing. “At the Anton Jurgens Institute I have become better at briefing marketing research bureaus and assessing their results. Another good thing is that everything is in English. Practising my English is very useful for me considering the fact that Romi Smilfood conducts business with 66 countries. What’s that? Heard enough? I could go on for hours!”

Anton Jurgens Institute

Onderwijsboulevard 219
5223 DE 's-Hertogenbosch
the Netherlands
T: +31 (0) 73 692 37 98
E: info@antonjurgens.nl
I : www.antonjurgens.nl