



Philip de Vroe
Consultant

“Financial problems are strategic problems in disguise. That’s why at TRI Corporation, we strongly emphasize the importance of business dynamics in our simulations.”

– Philip de Vroe, Consultant, TRI Corporation

Leadership/Industry Expertise

Philip de Vroe is a consultant with TRI Corporation. His passion for corporate strategy was ignited while studying at the renowned Erasmus University Rotterdam in The Netherlands. Philip built his international financial curriculum through a wide variety of roles in Europe and the US, both on the Plastics and the Commercial Finance side of General Electric (GE), as well as life sciences company Applied Biosystems (ABI).

Bio

At GE, Philip successfully interacted with business leaders, their operational teams and drove business results. He worked closely with skilled negotiators of GE’s Sourcing team in GE Plastics Europe in the year when the oil price tripled over a few months. He was the lead financial analyst in preparing the Operational Review for GE’s Chairman, and led a pan-European controllership team of 25 direct and indirect reports.

Philip started his own business in financial consulting in 2005, built on the strong belief that business strategy and financial performance are symbiotic. His broad financial knowledge and skills help companies focus on growth by putting the right metrics, analysis and reporting tools in place. Analytical excellence and focused problem solving approach drive these assignments to successful completion. Always an integral part of his projects, Philip coaches direct reports and peers to achieve higher productivity and personal effectiveness.

Positions Held

- Program Manager, Financial Education Network Netherlands
- Business Controller Emerging Territories, Applied Biosystems (ABI)
- Manager Financial Planning & Analysis Europe, Applied Biosystems
- European Controller, GE Capital Commercial Finance (GE)
- Six Sigma Blackbelt, GE Plastics
- Senior Financial Analyst, GE Plastics
- Product Line Finance Manager, GE Plastics
- Sourcing Finance Leader, GE Plastics

Accomplishments & Awards

- As Business Controller at ABI, Philip drove the Emerging Territories commercial team to 20+ percent revenue growth.
- At GE, Philip turned around an unprofitable product line with the commercial team and implemented an integrated financial infrastructure and metrics utilizing Six Sigma methodology.
- Philip shares his passion for finance by delivering training for finance and non-finance professionals. He has worked in many locations including Amsterdam, Dubai, Firenze, Frankfurt, London, Manchester, Milan, Munich, Rotterdam and Zurich.

Education

- Graduate of GE’s renowned Financial Management Program (FMP), a rigorous two-year training curriculum including six-month business assignments and advanced finance, accounting and business strategy course work
- Master of Science graduate in Business Economics, Erasmus University Rotterdam, The Netherlands

Personal

Philip is the father of two young children. He is a passionate music fan, wine collector and stock market investor.