

Alexander van der Plas

Commercial & Product Leader · Logistics · Entrepreneur · Reserve Officer

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TU Delft logistics engineer with eight years at DSV across the full commercial and operational width — site P&L, pharmaceutical and chemical operations, strategic key accounts, and distribution product architecture. P&L owner, contract architect, and modular pricing specialist. Founder and operator of Podfy (proof-of-delivery SaaS) and JustFit (AI training coach), and commercial advisory practice Lake Project. Reserve Officer, Ministry of Defence. Design thinking as the default method: every engagement ends with something modular, governed, and operational.

PROFESSIONAL EXPERIENCE

Reserve Officer · Part-time Feb 2026 – Present
Ministerie van Defensie · Netherlands

- Completing initial officer training alongside a civilian career — leadership under pressure, structured decision-making, and operational discipline applied directly to commercial work.

Freight Operations Manager Jan 2025 – Present
DSV — Global Transport & Logistics · Moerdijk, NL · Full-time

Commercial and product accountability for DSV Contract Logistics' distribution proposition — repositioning freight from a cost line into a modular, value-priced product portfolio.

- Moved freight from bespoke cost-plus setups to a modular product catalogue priced on delivered value; established governance framework, catalogue definition, and pricing discipline at scale.
- Personally led solution design with customer leadership, translating network and sustainability ambitions into commercially defensible distribution architectures.
- Cross-functional commercial leadership across carrier partners, warehouse operations, IT, and commercial — none reporting into the role.

Key Account Manager Jan 2023 – Feb 2025
DSV — Global Transport & Logistics · Moerdijk, NL · Full-time

Full commercial ownership of DSV's strategic regional customer portfolio. Single point of accountability for the relationship, contract, commercial structure, and operational outcome.

- Owned contracted scope for the region's strategic accounts including the largest by revenue; sole decision-maker on pricing, scope, renewals, and escalations.
- Repositioned accounts from transactional to strategic, converting annual renegotiations into multi-year partnerships built around sustainability, network resilience, and cost-to-serve.
- Designed and won gain-share, tiered-service, and value-based contract structures that competitors could not price for — expanding scope while protecting margin.
- Trusted counterpart at customer C-suite and procurement leadership level on decisions determining multi-year contract direction.

Contract Manager May 2022 – Jul 2023
DSV — Global Transport & Logistics · Tholen, NL · Full-time

Commercial and operational accountability for a multi-site portfolio: 60,000 m², 150 FTE, SQAS- and PharmaQMS-certified, serving pharmaceutical and chemical customers.

- P&L and contract authority: final decision-maker on negotiation, scope changes, and escalations for a regulated, audit-intensive customer base.
- Led region's largest commercial relationship; negotiated contract expansions growing scope and share-of-wallet while restructuring economics in DSV's favour.
- +15% efficiency improvement across portfolio; deployed robotics and drone inventory systems in pharma environment — 30% reduction in labour-intensive processes without compromising SQAS/PharmaQMS.

Operations Manager Sep 2019 – May 2022
DSV — Global Transport & Logistics · Bergen op Zoom, NL · Full-time

Site P&L and operational leadership of a 25,000 m² chemical production logistics site, 24/7, 80 FTE.

- Senior commercial interface to customer site and supply chain leadership; translated operational reality into contractual conversations and scope adjustments.
- Introduced first fully-electric chassis-cab box truck in DSV's Dutch chemical fleet — became a public sustainability differentiator. Led 80 FTE across shifts through a layer of shift and team leads.

EDUCATION

**MSc Systems Engineering,
Policy Analysis & Management**
TU Delft

2012 – 2018 · Delft, NL

Logistics engineering, supply chain design, analytical modelling. Thesis research at DSV.

VENTURES

Podfy · Founder (2024–)
Proof-of-delivery SaaS for Benelux carriers — link-based CMR capture, GPS-tagged, EU-archived. No app required.

JustFit · Founder (2024–)
AI adaptive training coach — four governed training paths. Free + Pro €4.99/mo.

Lake Project · Owner (2014–)
Commercial advisory studio — contract restructuring, modular pricing, strategic account architecture. KvK 29816688.

EXPERTISE

COMMERCIAL

P&L ownership · Contract management · Value-based pricing · Gain-share structuring · Strategic accounts · Tender management · Distribution product design

OPERATIONAL

Multi-site logistics · Warehousing · Process design · SQAS · PharmaQMS · Pharmaceutical & chemical logistics · Capacity modelling

PRODUCT & TECHNOLOGY

Design thinking · Product governance · B2B SaaS · Modular systems design · Warehouse automation

LEADERSHIP

Cross-functional leadership · Multi-site management · Executive stakeholder management · Military discipline

LANGUAGES

Dutch	Native
English	Fluent
German	Professional

KEY ACHIEVEMENTS

- +15% efficiency improvement across 60,000 m² regulated multi-site portfolio
- –30% labour-intensive processes via robotics & drone deployment in certified pharma environment
- Annual renegotiations converted to multi-year strategic partnerships across DSV's largest regional accounts
- Two live SaaS products (Podfy, JustFit) shipped and operated alongside full-time executive role

Management Trainee — Product Development

Sep 2018 – Aug 2019

DSV — Global Transport & Logistics · Moerdijk, NL

- Warehouse automation and supply chain optimisation; collaborative robot development with Smart Robotics and TU Eindhoven; track-and-trace and 3D-printing-as-logistics-support scoping.

Graduation Internship — Master's Thesis

Feb 2018 – Sep 2018

DSV — Global Transport & Logistics · via TU Delft

- Research and redesign of the inbound container flow Port of Rotterdam → Moerdijk; inbound control tower solution design to prevent supply chain disruptions (Port to shelf).

EARLIER EXPERIENCE

Technical Support Specialist · Science Centre Delft / TU Delft

2013 – 2018

- Part-time (5 yrs 8 mos alongside studies) — exhibit maintenance, event support, education. | Advisor Demand (intern), PostNL, 2017 — packaging flow research in the letter department.

- First fully-electric chassis-cab box truck in DSV's Dutch chemical logistics fleet

ADDITIONAL

- Publisher, Van Haren Publishing (2017–2021)
- European Business Tour organiser, Dispuut Verkeer / TU Delft (2015–2016)
- Board member, BOSS Real Estate & Housing · TU Delft (2012–2014)