

Sjaak Kranendonk becomes Director of Human Resources at Maxeda

Amsterdam - 9 October 2006. Sjaak Kranendonk began employment at Maxeda as Director of Human Resources on 1 October 2006.

Mr. Kranendonk has extensive experience in the fields of Human Resources, General Management and Retail, working for 10 years at Ahold as HR Director in the Specialty Stores division and as General Manager at Jamin, Ter Huurne, Pragmacare and finally as Human Resources Director at Albert Heijn. Recently, Mr. Kranendonk worked as Commercial Director at the Hay Group (Human Resources Consultants).

Sjaak Kranendonk, Director of Human Resources explains: 'Maxeda is home to a unique culture, in which cooperation and a passion to serve customers play a key role. This is known as "A Passion to Serve". We are convinced that success can only be achieved if we are ready to serve our own people, who in turn serve our clients. I see it as a wonderful challenge to be asked to develop this concept of "Servant leadership" within the company itself.'

End of Press Release

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