



Rob J. Zilkens
Biography

Rob J. Zilkens is Associated Partner with trueX AG, a business development agency specialized in architectural and industrial markets with in-depth acquaintance with the Marine trade from the Kt. of Zürich, Switzerland.

Backed through personal in-house consulting and management experience in multinational companies for the subject of business development over decades, trueX AG offers sales and marketing services for industry leading clients like as building product manufacturers, distributors, architects, engineering service firms, sub- and turnkey contractors. trueX services ranks from building market knowledge, business strategy consultancy, pull and push marketing over sales coaching and value oriented sales strategies on key account level. Business development in the today's challenging environment is trueX passion regardless if a new client, a new market or a new technology should be encountered.

trueX, has gained rapidly a solid customer and project basis for various markets and technologies. Their regional and international clients are primarily well known brands with an annual sales range from about € 5 million to over € 15 billion. trueX focuses midsize hidden champions pushing their regional expansion as well as technology driven global players for their market roll out process of new technologies and to new markets.

Before joining trueX in 2016 Rob Zilkens was responsible for their Market Field Marine with Sika Services AG where within the scope of his global responsibility within 10 years he and his team grew the maritime business from almost scratch to a solid 75 million Euro highly profitable turn-over. Main accomplishments within the sealant, adhesive, caulking, levelling and insulation markets were a reach of global market share of almost 75%

At Gurit-Essex Switzerland, Rob serviced the European Automotive Business for 17 years with sealant systems for Direct Glazing and with structural adhesives for reinforcing and bonding of metal-to-metal avoiding costly welding operations.

Born in The Netherlands and after having finished his Engineering Studies he joined Rohm & Haas Ltd. from Philadelphia as application engineer in textiles, nonwovens and paper chemicals. 13 years in various senior position with R&H Rob lived in Switzerland, USA, France and Germany where he acquired strong social and managerial skills.

Privately Rob is married for 40 years. He is a father of 3 and a grandfather of 5. He loves sports, books, music, cultural events and his family.