

Wouter van Roost



Wouter, a philosophy graduate, is a native Belgian with a very international career blue-chip companies across various industries. He started his career in the advertising industry where he quickly got a special liking for innovative thinking and strategy development. He was responsible for introducing -and repositioning- major companies and brands such as 3M, Pioneer, Dupont de Nemours and Yakult across Europe.

Wouter got into the High-Tech world and was credited with launching various new concepts, services and products. He then went on to specialise in starting up new ventures, using his strengths in understanding motivation and managing people.

Most recently Wouter was CEO of Handshake Solutions, a new venture within the Philips Technology Incubator in Eindhoven. Here he "revolutionized" the company by developing an innovative management methodology using Chaos and complexity theory based insights. Following this, he continued to disseminate his practices by creating FACTOR+ to assist entrepreneurs in increasing the collective power of teams and sustaining it through innovative ways of working together.