

THE GRADUATE

Name: Frank van den Bergh
Date of Birth: 08 August 1972

Study + University:

1990-1991 Aerospace Engineering at the Technical University of Delft
1992-1997 International Management at the University of Maastricht
1993-1994 Aviation Economics curriculum at the University of Amsterdam
1995 International Business Economics at the University of Innsbruck

Graduation date: June 1997

Thesis: Airlines @ The Internet



Summary of Thesis:

Goal of this thesis was to investigate the Internet activities of 150 airlines from all over the world. At that time the differences were striking: the airlines in the United States were clearly two years ahead of the airlines from the rest of the world. For example, American Airlines enabled you to book a flight plus a hotel room, and have a car waiting for you upon arrival, whereas Air France only had a site saying 'Welcome to Air France. For more information, please contact us at the following phone number or visit our head office'. In all, there were quite some interesting developments going on that time: budget airlines like Easyjet who promoted online booking to cut costs, and Cathay Pacific facilitating online seat auctions in order to increase payload. Nowadays, the airline industry has embraced e-business to be part of their competitive strategy.

Your relationship with Aerius:

I was the secretary of the founding board of Aerius. This was a very exciting and challenging period. Currently, as alumnus I try to attend lectures whenever possible.

About your Internship:

Instead of an internship I took part in the Erasmus study exchange program, which allowed me to broaden my knowledge in the field of international business economics at the University of Innsbruck, Austria.

Current Employer:

Cap Gemini Ernst & Young, a global ICT consulting firm.

Since: June 1997.

Function: Consultant.

Job Contents:

Initially I assisted in the implementation of SAP, which is an Enterprise Resource Planning software package. Over time I have broadened my experience in the field of design, business analysis and modelling, using state of the art techniques. Nowadays I am working on the realization of web portals, which allows you e.g. to maintain customer relationships or optimize your supply chain online, crossing organizational as well as application boundaries.

Future wishes:

With respect to my career, I would like to create more business opportunities in the aviation segment.

Previous employer:

Not applicable. Cap Gemini Ernst & Young is my first employer.

Your application experiences:

Cap Gemini Ernst & Young.

Your Golden Rule for application (interviews):

In the current economic situation companies are cutting costs to survive. So if your application doesn't work the first time, don't give up, Prepare well, know yourself and be yourself.

Some short questions:

- Newspaper:** NRC, a Dutch evening newspaper, that is objective and offers much background information.
- Magazine:** Wired, a monthly magazine on everything that has to do with the world wide web of tomorrow.
- Radio:** I like to listen to Radio 538: the DJs make me laugh. ID&T radio is good for background music when working. Sometimes I listen to Radio Nacional de España, to keep up my Spanish.
- Television:** Who is the mole? Originally a Belgian program. The concept: a group of people is trying to earn as much money, but with a traitor in their midst. The person who in the end knows most about the mole is the winner.
- Music:** Faithless. Great music, and even better live performance!
- Last book:** The Hunt For Zero Point, by Nick Cook. A more than interesting book on the world of top secret anti gravity projects.
- Sport(s):** Running, and snowboarding whenever possible.
- Food:** Asian
- You can wake me up for:** Falling stars and auroras.
- City:** Rome, I've been there five times by now, but there's always something new to discover
- Country:** Canada, the vastness and the wilderness of this country is breathtaking.
- Season:** Summer, because this season allows you to so much more outdoor.
- Holiday:** Winter, for snowboarding of course!
- Best flight:** October 1996, From Woensdrecht to Woensdrecht Local solo gliding flight in a glider of type K-8. Excellent thermals, allowing me to fly between the clouds. As if that wasn't enough, I was joined by a buzzard in search for good thermals.
- Worst flight:** August 1998, From Amsterdam to Geneva. This was Easyjet's very first flight for this service. Although we were served champagne, we were two hours late.