

Jan de Visser

Business Development Manager and Spinach Breeder
MT member at KWS Vegetables - Andijk and Wageningen
Pop Vriend Seeds B.V., Middenweg 46, 1619 BN, Andijk, Netherlands.
Phone: +31 228 595 302; +31 613 240 236.
Email: JandeVisser@PopVriendSeeds.nl; willeke.jan@kpnmail.nl.
LinkedIn: www.linkedin.com/in/jan-de-visser/
Company website: <http://www.popvriendseeds.com>.

EDUCATION and TRAINING

- BSc - Plant Cultivation and Plant Breeding, HASDronten, 1981 - 1985
- Biotechnology course, HASDronten, 1989
- Course of Non-rational and Dysfunctional Processes Organizations, Business Administration Foundation Noordwijk, 2013
- Novel Breeding Tools, University of Applied Sciences, Amsterdam Holland, 2016
- Strategic R&D Management, INSEAD Fontainebleau, France, 2018
- Workshop Human Logic 2021, Advance!Andijk; Internal MT training led by Jan Dirk Geertsema.
- Masterclass Governance, The Center for Commissioners and Supervisors Zwolle, 2022 Course led by Marjon Roefs.

WORK EXPERIENCE

- Pre-breeder potatoes, Cebeco Seeds – Lelystad, 1985 – 1989
 - Responsible for work on diploid wild species.
- Spinach breeder, Pop Friend Seeds – Andijk, 1990 – 2018
 - Building the spinach breeding program from the ground up (including the successive parental line breeding, hybrid breeding, product development and design of the dealer network in the USA),
 - Set up breeding programs in Swiss chard, red beet and carrot.
- Director R&D 2019 – 2021, Pop Friend Seeds – Andijk
 - Responsible for R&D of the Pop Vriend Seeds crops spinach, standard green bean, chard, beetroot and carrot.
- Manager Business Development and MT member, KWS Vegetables - Andijk and Wageningen, 2022 – present
 - Advising the Business Unit heads of KWS Vegetables in the field of breeding, seed cultivation, product management and introduction of the so-called fruity crops (tomato, paprika/pepper, melon, watermelon and cucumber). Think about the strategic development for all crops.