



## **Hans van der Loo**

**Advisor, Trustee,  
Former Vice President EU Liaison, Royal Dutch Shell**

After a career of 30 years with Shell, Hans van der Loo has become trustee and chairman of the family foundation of an industrial family with a passion for sustainability. As advisor to AtomiumCulture (an initiative of former President Giscard d'Estaing) and as ambassador of Youth&Technology Network he is active in giving Science&Technology a more valued position in society in general and amongst policy makers in particular, and in promoting a healthy STEM Talent Pipeline and scientific research as a condition for a sustainable future. He was invited to speak at the WEF Global Leadership Fellows Programme and has advised the president of the WBCSD. As partner in the Global Resource Security & Resilience Initiative he provides briefings to policy makers (e.g. European Commission, NATO, etc)

For Shell he has lived in 7 countries, incl Japan and the Philippines and worked in over 40 countries all over the world - bringing fluency in 5 languages - in marketing, trading, strategy consultancy, finance, planning, retail network development, change management and retailing innovation. In the late 90's he lead a multi- disciplinary team that by applying FMCG marketing techniques developed product offerings like V-Power, Pura and Optimax. Now rolled out in over 60 countries, it's making significant bottom-line contributions, and after competitors responded with similar offerings it lead to the de-commoditization of the industry's fuels product category.

In 2000 he became Senior Regional Adviser for Europe & Canada and supported Country Chairmen of Shell companies in the region. He designed the Country Governance dimension in the new Shell Group Governance Guide.

In 2004 he established Shell's European Union Liaison office in Brussels and developed innovative approaches, such as multi-stakeholder joint-advocacy coalitions in the areas of Biofuels, CCS and Gas/Renewables as new ways of effective influencing. He also leveraged the existing Shell Eco-marathon event and extended it into a political engagement tool, each year obtaining Patronage of different EU Commissioners and organizing stakeholder roundtables as part of the event.

He represented Shell in various Industry Associations and was member of the Advisory Support Group of BusinessEurope. Since 2004 he has been sherpa to two Royal Dutch Shell CEO's in the European Round Table of Industrialists (ERT) and represented Shell in various ERT Working Groups. From 2003 - 2009 he also was Board Member of A/S Norske Shell.

Hans graduated from Nyenrode University in the Netherlands in 1979 and in 1981 received a Master's Degree in Oxford at the European School of Management having studied in Paris, Oxford and Dusseldorf. In 1989 he was enrolled by Shell in the EU Executive Training Programme in Japan prior to his assignment in Tokyo. He has done senior management courses at INSEAD and IMD. Before joining Shell he served as Scientific Support Officer at the Staff College of the Dutch Royal Airforce. In the course of his education he worked in several automotive companies (Germany, France, Japan), the food sector (UK) and as Associate at McKinsey & Co in Germany.