



ROBERT COX

ENTREPRENEUR

PROFILE

I am a driven international entrepreneur. Love to bring out the best in the people around me and in myself.

Brought up in the family business and educated in commercial economics and business administration.

As a service provider by DNA, I live to add value. I am making impact by improving the mobility of people and goods.

I'm performance oriented and have a positive, supporting, open and convincing communication style.

Autonomous worker, quick learner, socially and verbally strong. Passionate about cars and technology.

PERSONAL DATA

NATIONALITY Dutch
LOCATION Vianen, Netherlands
DATE OF BIRTH 5 July 1984

CONTACT INFORMATION

TEL. +31 6 41 04 79 66
E-MAIL robert@coxx.nl
LINKEDIN [/robertmcox/](https://www.linkedin.com/in/robertmcox/)

LANGUAGES

DUTCH native
ENGLISH fluent
GERMAN strong

INTERESTS

Cars & Formula 1
Entrepreneurship
Skiing & High intensity sports
Blockchain & other technologies

EXPERIENCE

Coxx Mobile Systems - Owner & Managing Director

2003 - present

4th generation Cox in the family business since April 2014. Restructured the company from bankruptcy and brought it back to its root in the Netherlands. Standardized 100 years of custom solutions into a modular product portfolio. Raised smart capital by onboarding 3 informal investors to expand and bought them out after 6 years to become 100% owner. Grew sales with 200% and net profit with 800%. Expanded the customer network over Western Europe, the UK and North America. Changed the customer focus from single custom orders to series production potential and recurring revenue. L City distributor since 2024.

Saalbach Hinterglemm - Ski Instructor

December 2013 - March 2014

Escaped my desk job and followed my passion for skiing. Learned German and became a ski instructor within weeks. Remotely advised the 3rd generation in the Coxx family business to steer out of turmoil. Wrote a business plan and took over the business after the skiing season.

Louwman Toyota Financial Services - Product & Brand Manager

July 2008 - October 2013

Responsible for the Toyota & Lexus Financial Services brands. Product development in leasing, consumer finance and insurance. Chief marketing campaigns and loyalty incentive programme.

Forever Living Products - Distributor (self employed)

2005 - 2008

Direct and online retail sales of health care products. Recruitment and training of partners within the multi level marketing concept.

EDUCATION

Erasmus University Rotterdam

MBA New Business Venturing

2007 - 2008

Grade: not completed due to job opportunity.

HU University of Applied Sciences Utrecht (Hogeschool Utrecht)

Bachelor of Commerce

2001 - 2007

Specialization track: Marketing & Sales Management

Minor: Advertisement

Multiple management positions in various associations

RYLA Rotary Youth Leadership Award