



Micha De Roos

INDUSTRIAL ECOLOGIST AND
SYSTEM THINKER

Details

Rotterdam
Netherlands
+31640398357
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NATIONALITY

Dutch

DATE / PLACE OF BIRTH

06-01-1997
Gouda

Links

[Linkedin](#)
[Mashi Drinks](#)
[Industrial Ecology](#)

Skills

System Thinking
Problem Solving
Communication
Teamwork
B2B Sales
Microsoft Office
Business Strategy

Languages

Dutch

English

Profile

Outgoing and dedicated Industrial Ecologist striving to make our systems sustainable, social, and ethically just. I am an auto-didactic generalist who combines economical, ecological, psychological, socio-technical, and philosophical insights to come up with systemic solutions that address the **root of our current societal problems**.

A firm believer in the Goodness of Humanity, I am highly idealistic of what the future can bring us, but also critical towards what is currently possible. One of my key strengths lies in finding opportunities for change and taking action. I have strong entrepreneurial and organizational abilities, with proven successes managing a student-consultancy team, a field research in Namibia, and my own start-up.

Employment History

Research Intern, Port of Rotterdam, Rotterdam

FEBRUARY 2022 – JULY 2022

Research internship for Master Thesis on future hydrogen innovation system in Namibia, awarded with an 8.0.

- Set up my own research by contacting Port of Rotterdam.
- Independently organized a field trip to Namibia, where I interviewed 20 key stakeholders of the green hydrogen projects.
- Mapped the future 'innovation system' of green hydrogen in Namibia, which provided various insights into the opportunities and barriers to inclusive and just development.
- Planned several meetings with Dutch embassy and ministries to lobby for implementation of key recommendations.

Founder, Mashi Drinks, Rotterdam

JULY 2020 – JANUARY 2022

Mashi is a beverage company that imports a special leaf called 'Guayusa' from indigenous tribes in the Amazon in Ecuador. Indigenous people receive a pay way above fair trade standards to support their lifestyles and protect the Amazon, customers get a healthy alternative for coffee.

- over 10K revenue from over 300 customers in 1st year
- conducted my own market research, set up a supply chain and crafted a marketing strategy
- sold Mashi in 1,5 years for 5 times the initial investment

Sales Agent, Leadinfo, Rotterdam

AUGUST 2019 – JANUARY 2020

- Cold calling and visiting business fairs
- Negotiating my own deals
- Sold over €20.000 worth of revenue in the first 1,5 months

Board Member – Commercial relations and Corporate marketing, STAR Erasmus Consulting, Rotterdam

AUGUST 2018 – SEPTEMBER 2019

As Commercial of the board I was responsible for:

- Acquisition of 5 companies (call to meeting ratio 18% higher than average)
- Setting up a supervisor structure with consultancy firms from scratch
- Creating a long-term strategy for acquisition with implementation of Salesforce
- Leading a consultancy group of 3 other students towards a successful project in Istanbul

Hobbies

Travelling, boxing, chess, writing, reading, yoga, meditation, movies, and festivals.

Interested in history, philosophy, politics, psychology, anthropology, regenerative agriculture, ecology, system thinking, cognitive science, AI, and transitions.

Education

Industrial Ecology, TU Delft and Leiden University, Delft and Leiden

SEPTEMBER 2020 – NOVEMBER 2022

The Master of Science in Industrial Ecology (IE) offers talented students from around the world the opportunity to enhance their expertise and work on the grand challenge of achieving global prosperity within planetary boundaries.

- GPA of 7.8

- Specialization in circularity, energy transition, impact assessments, and ethics

Bachelor of Business Administration, Rotterdam School of Management, Rotterdam

SEPTEMBER 2016 – MAY 2019

Finished my bachelor with a 7.4 GPA and an 8,5 for my thesis on "The mid- and long term effect of eco-efficiency on ROI".

Bachelor Exchange Degree, National Taiwan University, Taipei

SEPTEMBER 2017 – JANUARY 2018

Followed courses: Leading Teams in Organizations, M&A, Politics in Asia, Exploring Taiwan.

Gained my first solo travel experience for 2 weeks in the Philippines, followed by 1 month in China.

References

References available upon request

Extra-curricular activities

Language Buddy, Nieuw Netwerk Rotterdam, Rotterdam

MARCH 2021 – OCTOBER 2021

Helped a refugee find his way in the Netherlands and supported him with learning Dutch.

Teacher, International Companions for Learning, ICL, Taipei

SEPTEMBER 2017 – JANUARY 2018

Teaching children about cross-cultural differences by giving weekly classes at an elementary school.