

# Curriculum Vitae

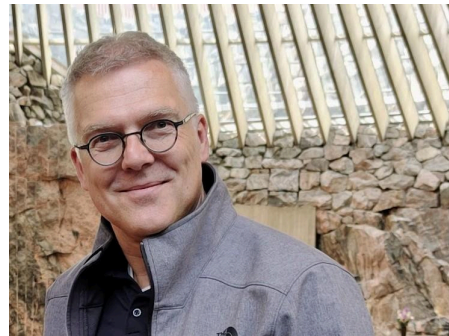
## Martijn BOOSMAN, M.Sc.

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Registered Partnership, Dutch nationality, Born 1970

<https://www.crisissim.info/team-crisissim/more-about-martijn/>



## Current Activities

### since 2023 - SimX Inc. San Francisco, United States

In January 2023 Martijn was invited to join the SimX Team as Director of International Sales. Martijn's task is to grow the international visibility of SimX and establish a Sales Partner Network. Martijn also uses his experience as start-up entrepreneur to help productize the company's medical VR simulation training software for the international market.

### since 2021 - Secta Medical BV, Dordrecht, The Netherlands

[Secta Medical](#) has been a leading provider of medical training simulators in the Netherlands and Belgium since 2013. Martijn was asked by its founders to join the company as a shareholder and director to help professionalize and grow the organization.

### since 2020 - XR Support Center Europe BV, Delft, The Netherlands

Martijn is Founder and CFO of [XR Support Center Europe](#), European reseller for state of the art innovative training solutions from [FLAIM Systems](#) in Australia and [Reality in Virtual Reality Ltd.](#) from the United Kingdom, all VR solutions aimed at the safety & security training domain.

### since 2018 - CrisisSim BV, Delft, The Netherlands

Martijn is Founder and CEO of [CrisisSim](#) providing strategic support, consulting and content creation services in the field of simulation-based training for safety and security. The services are available to governments and training providers as well as innovative suppliers of simulation-based training technology.

## Education

### **1989-1996 University of Technology Delft**

Department of Industrial Design Engineering, Delft, The Netherlands

Martijn obtained a Masters Degree in Industrial Design Engineering with specialization in User Interface Design. The subject of his Master's Thesis project was: Design and development of an interactive training for Chief Medical Officer. After his graduation, the project was further developed as an assignment by the Dutch National Fire Academy.

### **1979-1981 ACAT – American School, Turin, Italy**

As a kid, Martijn was educated for 2 years at an American School in Italy which formed the basis for his intercultural interest and his language competencies.

## Previous Professional Experience

### **2021 to 2023 - XR Effect Foundation, Delft, The Netherlands**

The [XR Effect Foundation](#) is a not-for-profit organization which brings together Emergency Response End Users, Industry and Academia with the purpose of setting up validation research for use of VR in emergency response training. Martijn is co-founder and Board Member of the Foundation.

### **2020 to 2023 - SystemicVR vof, Delft, The Netherlands**

[SystemicVR](#) is an online 3D design tool which allows trainers and coaches who provide “systemic coaching” to continue their sessions with clients using remote video conferencing. Martijn and co-founders Marion Latour and Ferran Julia joined their expertise in simulation and systemic coaching to create a business continuity solution for systemic trainers who were hit hard by the Covid-19 crisis.

### **2019 to 2023 - Comics For Safety Foundation, Delft, The Netherlands**

The [Comics For Safety Foundation](#) is a not-for-profit organization whose mission is to help save lives and improve firefighter health by using interactive and engaging comics to spread fire safety and health messages. Martijn is co-founder and Board Member of the Foundation.

### **2018 to 2020 - XVR Reseller North America**

After having left XVR Simulation in an operational management capacity, Martijn became XVR's exclusive Reseller in North America. In 2 years time, Martijn built up a network of Sales Partners in the United States and Canada which generated a considerable revenue growth for XVR in North America. Having completed the mission to speed up XVR sales in North America, Martijn handed back the Reseller role to XVR.

### **2000 to 2018 - XVR Simulation BV (initially named E-Semble BV), Delft, The Netherlands**

In 1999 Martijn convinced a group of informal investors and venture capitalists to invest in his venture E-Semble, now called XVR Simulation BV. Whilst initially generating revenue from consultancy in the area of disaster response training and education, E-Semble's team built up an innovative 3D simulation training platform for emergency responders.

Nowadays, XVR Simulation is the world's leading provider of 3D and VR simulation software for emergency services training. XVR operates in more than 50 countries, delivering software and services to over 350 customers with a staff of 45 headquartered in Delft, The Netherlands. In 2021, XVR merged with LearnPro eFireService from the United Kingdom.

The first 10 years of the company's existence, Martijn filled the position of CEO. In addition to the financial and human resources responsibility, Martijn had an active role in sales and business development. He was involved as consultant in the design and execution of national and international disaster management exercises including the National Crisis Management exercises in The Netherlands and crisis exercises at NATO, Brussels.

In April 2010, Martijn decided to hand over general management of the growing company to an experienced Managing Director allowing him to focus on his personal strength, being business development and commercial growth as Chief Commercial Officer in a strong Management Team.

In addition to business development and sales, Martijn held the role of project leader for the company's large international implementation projects. Martijn was also the key account (contract) manager for the large accounts and the company's liaison with XVR's general legal council.

Martijn kept closely involved in product innovation through an active support role in R&D and product development at XVR.

### **1998 to 2000 - Maassen Consulting bv, Cuijk, The Netherlands**

Martijn's job title at Maassen Consulting was Senior Creative and Conceptual System Designer. The job activities focussed at functional design and user interface design and secondly, new market and product development.

As Senior Designer and Project Leader Martijn was involved in the development of Simulation Training Systems for disaster and emergency management. The geographical scope of these projects was Europe and the United States. The New Market and Product Development activities were aimed at finding new clients for the existing generic CBT software and at incorporating new emerging technology in the software to enhance the software.

When Martijn founded E-Semble in 2000, Maassen Consulting's owner Frans Maassen was one of the founding informal investors through his investment of IP which formed the basis of the E-Semble's simulation platform.

### **1996 to 1998 - EMK Media Group, Nijmegen, The Netherlands**

As Design- and Accountmanager Martijn was responsible for the design of Computer Based Training (CBT) software, Presentation CD-ROM's and websites. Apart from Functional System Design and User Interface Design, he managed the development teams of 3 to 7 persons, depending on the project size.

From August 1996, Martijn was asked to fill the position of Technical and Commercial Director of the company. Together with the Company's General Manager he was responsible for new market development and technical management. Design and development of CBT software remained an important part of the activities.

### **1989 to 1996 - Creative Solutions, Delft and Nijmegen, The Netherlands**

In 1992, during his years at University, Martijn started his own design studio. He did graphical design work for various customers in Delft and Public Relations for dancing schools in The Hague and Amsterdam. Martijn and his study friend Leon van Geest created an exhibition about "Streamline in Design" and an interactive Point of Information for the Dutch Railway Museum, and developed an interactive Point of Information for the Sony Environmental Center in Stuttgart, Germany.

### **1982 to 1989 - Ice Cream Parlor Roberto, Epe, The Netherlands**

During his high school years Martijn had a summer job at Roberto's Ice Cream Parlor. Starting as dishwasher and cleaner he moved up in the ranks to fill the roles of waiter, bartender to end up being asked for the most exciting job of all, ice cream maker.

## **Additional Experience**

### **2000-present Visiting lecturer at the Western Norway University of Applied Sciences**

Martijn is co-founder and member of the coordination committee for "[Project VR Effect](#)". The Project aims at collecting training research data to validate the effectiveness of Virtual Reality for firefighting skills training.

### **1999-present IT<sup>2</sup>EC International Training and Education Conference**

Committee member of the Conference organization with a key task to involve the civil emergency response community more in the Conference and Exhibition.

### **2014-present Netherlands Government - Netherlands Enterprise Agency RVO**

Evaluation Committee member for multiple SBIR (Small Business Innovation Research) innovation finance rounds. Martijn's role in the Evaluation Committees was entrepreneurial evaluation and oversight.

### **2011-2015 EMDM Academy, Geneva, Switzerland**

Executive Director of the EMDM Academy, a not-for-profit organization under Swiss Law aimed at initiating and supporting international projects in the area of disaster and emergency medicine.

**2003-2015      EMDM Master - European Master in Disaster Medicine, *Belgium and Italy***

Faculty Member of the EMDM Master after Master Course in Disaster Medicine organized by the Vrije Universiteit Brussel, Belgium and the University of Piemonte Orientale, in Italy.

**1987-1996      The Netherlands Red Cross, *Delft, The Netherlands***

Volunteer at the Dutch Red Cross. First as First Aid Helper, later as director of disaster management in the Delft region and as Platoon Commander of the Delft/Naaldwijk/De Lier region.

**2003-2004      KMC - Centre for Teaching and Research in Disaster Medicine, *Linköping, Sweden***

Trainer of trainers at international Senior Instructor Course of the Emergo Train Competence Centre.

**1989-1996      University of Technology Delft, *The Netherlands***

During his studies Martijn held a number of student-leadership positions including Chairman of the Faculty Student Association, Student Member of the Faculty Board and Board Member of the University's interfaculty Student Association.

## Languages

Dutch	Mother tongue
English	Fluent (spoken/written)
Italian	Good (spoken)
German	Good (spoken)
French	Good (spoken/written)

## Hobbies



Traveling worldwide

Horseback riding including dressage, jumping, drag hunts or safari

Dining and enjoying life with family and friends

Relaxing while watching a good series on Netflix