



## /employee interview

# Paul van Koningsbruggen

### \*from vision to practice

**Paul follows developments in intelligent transport systems (ITS) like a visionary. He spots trends and assesses needs within the traffic and transport sector in order to be able to take the strategic next step in time.**

“After I gained my higher education diploma in civil engineering, I worked as a road traffic specialist for the Dutch Directorate-General for Public Works and Water Management and the Netherlands Organisation for Applied Scientific Research (TNO). I studied concepts related to traffic management and translated them into practice. At TNO, I made the switch from road traffic science to the technical side, because you need to be able to put your ideas into practice. I had been in touch with Technolution since the early nineties and in 2006 I joined the company. Here I can really make that step to practical solutions.

#### **Assessing needs**

As programme manager, I determine what the customer wants and what we are able to deliver. Those two things come together in a quotation and a project plan. But I find the phase prior to that even more fascinating: mapping long-term developments. By studying policy plans and spending a lot of time looking around in the outside world, I sense which way the market is moving. I see themes emerging. I zoom in on the points that everyone wants to tackle and the bottlenecks you encounter when you do. I ask myself what my customer needs and what Technolution needs to resolve them. This helps us identify the knowledge and expertise we need to be developing. In order to come up with new concepts, it can be very refreshing to take a look outside your own world, to feed your mind by taking excursions into other disciplines. For example, how do they go about solving problems in a hospital?

#### **Jobs and roles**

My job title is programme manager, which primarily involves managing business development and commercial processes. In addition, I do a limited amount of consultancy work, because I enjoy it. I work on European projects because I also want to experience that side at first hand, and in doing so, I gain expertise for consultancy jobs. It is my way of keeping in touch with the world outside and keeping abreast of what Technolution needs to be investing in.

For me, a commonsense, pragmatic mentality is important. I think about concepts at a fundamental level and then I discuss them with my colleagues, who immediately home in on the weak spots. I try to be visionary, they ask “what do we have available right now, which technology can we use?” Technolution’s sphere of operations runs from giving advice at policy level to developing practical systems. That makes Technolution unique. There are not many companies that cover the entire column in that way.

#### **Internationalisation**

I found the conscious step of entering the UK market particularly fascinating. We started from nothing by making presentations to companies and official bodies. We were building up brand recognition and at the same time getting to know the UK market. We are gradually gaining a foothold in the UK and the idea is that this will ultimately result in a Technolution office there.

I regard our corporate culture as being very down-to-earth, human and strongly focused on innovation. For a curious person, that makes this a great place to work. Here I can continue to look for innovations, as long as they are feasible in practice. “After all, innovation is only innovation once it makes it onto the street.”

## /colophon

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