

Jan Hulsen's comprehensible curriculum vitae

Jan Hulsen (1965) grew up on a dairy farm with 55 dairy cows, 300 finisher pigs and 20 ha of land, in the south of the Netherlands. His younger brother took over the farm. After finishing high school Jan studied agriculture for one year, before starting a study in veterinary medicine at Utrecht University. During his study, he spent a year as secretary of the veterinary students organisation (DSK). In 1993 he qualified as a veterinarian (DVM) with a specialisation in production animals, and extra qualifications in tropical veterinary medicine and clinical pathology. His sports were football, rugby, speed skating, and, after crunching some cruciate ligaments during an indoor football game, speed cycling.

From 1993 to 1996 Jan worked full-time as a general practitioner in private practice, working 80% of his time in farm animals. Until 2000 he regularly did locums in large animal practices. In 1996 he finished a course in journalism and started writing articles for a farm magazine *Boerderij*, newspaper *De Gelderlander*, and the magazine of the Royal Dutch Veterinary Association *Tijdschrift voor Diergeneeskunde*, together with working as a consultant/writer for veterinary pharmaceutical companies.

In 1997 together with Joep Driessen he founded Vetvice. Vetvice started as a bureau for consultancy, training and project management, with the slogan: *Making veterinary knowledge work*.

Within Vetvice, Jan worked as a trainer, consultant and writer for many organisations and commercial companies. Besides this, he was regularly involved in designing and managing projects, like extension programmes and animal health programmes.

To expand his knowledge of business management and administration, Jan started an executive MBA-course in 2000. He qualified in 2002, acquiring the title: Master of Strategic Management (MSM).

Also in the year 2000, Jan was responsible for the development of workshops for farmers in a national extension programme. CowSignals was one of these workshops. Together with Joep Driessen, Nico Vreeburg and Bertjan Westerlaan, the CowSignals concept was further developed and numerous presentations and trainings were given. In 2003 Jan wrote his first book: *CowSignals*, because this concept and approach needed another platform for wider distribution. *CowSignals* was an immediate bestseller, selling over 20.000 copies in the Netherlands only. In the following years, Jan was the author or first-author of the following books: *Hooves*, *PigSignals*, *Youngstock*, *Udderhealth*, *Fertility*, *Robotic Milking*, *Building for the Cow*, and *The CowSignals Checkbook*. *CowSignals* has been translated into 23 languages. More translations are coming up and the other books are following.

Because business developed very rapidly, Vetvice got two more partners in 2009 and was organised as the Vetvice Group, with five separate business units. Jan is general manager of the Vetvice Group, director of Vetvice Books&Info materials, and partner in Vetvice Future Farming. In 2011, the Vetvice team consists of 8 veterinarians, 1 agricultural engineer and 1 office manager.

His private life: Jan is married to Anneke Hallebeek and has 3 children. They live in a modern farm house in Bergen op Zoom, where Jan keeps a small herd breeding cows for meat production, and Anneke breeds and trains horses. His hobbies are working on the farm and skating (on ice and on the road). Although he skates less than he would like, for instance because he can't transport his children to sports and leisure on skates. And his work is a hobby. Every two-three years the family goes on a big summer vacation.