



Loek van den Boog

Loek van den Boog is an IT industry veteran with some 20 years experience in the software industry. He is currently active as a Private Investor and Venture Consultant, working for General Atlantic Partners. In addition Loek is Founder and Chairman of Net4kids Aid Foundation.

In his role for Net4kids Loek's focus is on applying technology to philanthropy. Net4kids was founded in 1999 by Loek and his wife with a mission to give underprivileged children a better future. Through Net4kids, Loek's goal is to help transform the landscape of modern philanthropy. Through the use of technology Net4kids maximizes individual involvement with total transparency and accountability, increasing aid by reaching the many potential donors that are now staying on the sideline.

In his role as investor Loek works exclusively for General Atlantic Partners. As Special Advisor, his focus is entirely on the software industry. Loek supports a series of European and US portfolio companies, in particular fast-growing software companies that are looking for international expansion. As a board member and advisor he provides direct operational support to a range of companies.

Loek works with General Atlantic Partners since 1996. From January 2001 to March 2002 he was CEO of Meta4, a General Atlantic portfolio company marketing Human and Intellectual Capital Management software.

From 1984 to 1996 Loek worked at Oracle Corporation where he helped build the company from \$13 million in revenues in 1984 to \$4.2 billion in 1996. During this period of hyper growth, Loek took part in establishing the business in Europe and held various senior management positions in the European organization. He was appointed Head of Oracle Europe, Middle East & Africa (EMEA) in 1993. When Loek left in 1996 Oracle EMEA had some 8000 staff generating \$1.5 billion in revenues.

Before Oracle Loek was CFO and CIO at the Dutch copyright association Buma/Stemra. Before then he worked at Deloitte Haskins & Sells as an auditor and management consultant. Loek also lectured at the Free University of Amsterdam for three years.

Loek holds a university degree in Business Economics (graduated with honors) and in Public Accounting (graduated cum laude).

About Net4kids

Net4kids Aid Foundation is a non-profit organization with the mission to give underprivileged children a better future through a highly innovative model, putting information technology and the Internet in the center. In essence Net4kids is an Internet brokerage that offers potential donors the possibility to directly select and support individual projects, rather than make a general donation to an organization. It guarantees that 100% of the contribution is allocated to the selected project and that all indirect costs are paid for by Net4kids. Donors get individual reporting over the Internet on projects supported by them. Vice versa, aid projects get access to a large potential of donors they otherwise are not able to reach.

Net4kids Aid Foundation - 100% FOR CHILDREN

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