

John Reynders  
Area Director, Visma Benelux

As area director, John leads the rapid expansion of Visma in the strategic growth market Benelux, starting at €20mio in 2018 now over €400mio after 2020. John joined Visma in 2019 as country director for the Netherlands.

He previously worked for Microsoft for 14 years, holding several management positions such as COO, CMO and Director Enterprise Services for Microsoft Netherlands. During the last years he held international positions leading the Microsoft Business Solutions division across 14 countries in Western Europe.

John, born in 1976 in Knokke-Heist in Belgium, holds a degree for Geophysics of the University of Utrecht.

His mission is to make the impossible possible by enabling people, teams, organisations and society to realise their full potential. He is characterised by bringing to work his passion and energy as an energetic entrepreneur, curious geek and passionate people grower.