

Maarten is Director of Investments of PureTerra Ventures, a Venture Capital firm with offices in The Netherlands and Shanghai. PureTerra Ventures invests in innovative water technology companies with the aim of actively helping them expand sales in the global market. Maarten believes that in today's market the "old school" style of simplistic monetary investing no longer applies. The need for a more hands-on approach with investment stewardship coupled with being able to effectively apply market penetration is paramount to successful commercialization. Maarten joined the parent company of PureTerra Ventures, 98 Sparks, in 2013. Since 1998 98 Sparks has founded and grown numerous companies which are exceptionally successful at selling to the Chinese market. Maarten is an expert in deal structuring, managing sales networks, advantageous partner selection and Chinese business practices. He is acutely aware of the vast array of issues facing Western companies doing business in China and has an intimate knowledge of the Chinese environmental technology sector. Maarten holds an MSc in Economics from Tilburg University.