



# AccuracY announces the appointment of Reinier Huisman as new Partner

Amsterdam, 4 September 2017

Reinier Huisman (39) has joined the international financial consultancy firm AccuracY from his previous position as a member of the Global Strategy/M&A team at eBay Inc, effective 1<sup>st</sup> September. Huisman has many years of experience in strategy consultancy and will be responsible for further developing AccuracY's proposition for clients. He is the third partner in the Dutch office, joining Leontine Koens-Betz and Bas van Helden.

**Reinier Huisman** said: *"Strategy is making choices today which will significantly impact the company's future performance. No entrepreneur or investor wants to make blind sighted choices and this is exactly why strategic analysis of market trends, customer behaviour and the competitive landscape is so incredibly valuable. What motivates me is a client who is impressed that our work would yield so many actionable and quantifiable insights about the future, and is subsequently able to make judgement calls on acquisition and investments with higher comfort".*

Prior to his position at eBay Inc, Huisman ran his own strategy and corporate finance consultancy boutique. He has also worked for KPMG Transaction Services and supported the KPMG board as part of the corporate strategy team.

**Leontine Koens-Betz, managing partner at AccuracY in the Netherlands** said: *"Reinier's arrival at AccuracY is an important new step in broadening our consultancy practice in the Netherlands, particularly in the strategy area where he has a long-proven track record. We are seeing a lot of demand for in-depth strategic expertise, an area in which AccuracY is now well equipped to provide its clients with market leading services."*

The strategy proposition is an extension of the existing business disciplines within AccuracY, and focuses mainly on transaction-related commercial due diligence, valuation & litigation support, corporate strategic issues and "special situations" such as market entry and feasibility studies.

### **About AccuracY**

AccuracY is the sole, truly independent European actor in the field of financial advisory services to business leaders and their shareholders, wholly owned by its partners. AccuracY is present in ten countries in Europe, North America and Asia, and delivers its services worldwide. AccuracY is comprised today of 320 consultants across all of its offices, in which 39 are partners. Its offices are located in Paris, Madrid, Amsterdam, Milan, Frankfurt, Brussels, London, Munich, Quebec, Montreal, New Delhi, Singapore and Barcelona.

We boast a full range of skills in the economic, financial and accounting fields, and combine these skills to reach a single goal: to give sense to figures by analysing them, questioning them, verifying their reliability and providing recommendations to facilitate effective decision-making.

AccuracY combines extensive know-how in areas such as audit techniques, valuations, financial modelling, financial forecasting and market analyses. This aids our clients in dealing with a wide-range of situations including acquisitions, disposals, companies in difficulty, restructuring, litigation and disputes.

### **Press contact**

Murkje Koopmans, Commercial Manager, AccuracY  
murkje.koopmans@accuracy.com | Tel: +31 20 75 47 640 | Mob: +31 6 207 197 03

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