

In conversation with...

MetrixLab

Weathering a market downturn is often a transformational business experience. In conversation with Deloitte Board Member Cees de Boer and Deloitte Partner Daan Witteveen, Han de Groot, the CEO and Founder of MetrixLab, looks back at the lessons he has learned from recessionary times.

Han de Groot, CEO of MetrixLab, and
Cees de Boer, CFO/COO of Deloitte

Speaking from experience



Deloitte partner Daan Witteveen, Cees de Boer, CFO/COO of Deloitte, and Han de Groot, CEO of MetrixLab

A decade of rapid growth has made MetrixLab, the Rotterdam-based global online market research specialist, one of the 10 largest online market research specialists in the world. The company is a successful player in the ranks of the Deloitte Technology Fast50 programme, which recognises technology companies that have achieved the fastest rates of annual revenue growth in the EMEA regions in the past five years.

The company's relationship with Deloitte dates back to its humble beginnings in 1999 and has branched out into a range of areas. Today Deloitte is the company's auditor and tax advisor. "We started our cooperation back in the early days when we were trying to attract funding. Deloitte helped us raise capital, introduced us to investors and provided legal assistance," says MetrixLab CEO and Founder Han de Groot. "As our business has grown, the relationship with Deloitte has flourished too and they've assisted us with a wide range of services."

