

Shots Video hires three new

It was definitely sensational news for the European adult industry when Shots Video's Oscar Heijnen announced his stepping back from the position as the company's sales manager in January, now seeking new challenges with Shots Internet. At the same time, three new managers including Dennis Heijnen were hired, each of them assigned to a particular area of responsibility.

There's a lot going on at Shots Video these days. The new warehouse at Beneden Leeuwen is still under construction and the company's move into the much larger and more modern facilities is expected to be one of the most important and challenging undertakings in the history of Shots Video. However, Oscar Heijnen's recent decision to step back and the recruitment of three

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new sales managers which was announced in January is considered by many to be an even more significant event for the Dutch business, even though the identities of the new recruitments weren't disclosed until later on in January.

As of March, Dennis Heijnen, the older brother of Oscar, will be taking over the management of all overseas sales. Moreover, he will be actively directing the business together with Pierre Barendregt and his brother as well as heading Shots Video's wholesale department. On top of that, Dennis will be responsible for the

distribution of Robert Hill Releasing in Europe, which had lately been taken over exclusively by Shots Video.

With his eleven years of experience in the adult industry, Dennis was of course the first choice for Oscar when it came to staffing one of Shots Video's most important positions. When taking a look at his career, it's easy to see that Dennis had been a person of high ambitions from early in his life. Back in 1995, while he was still an employee of VDN, he was already looking for an opportunity to start his own business, which he did the next year together with a former workmate. At Multistock Video, the two were soon busy acquiring licenses, producing movies and building up a reputation in the European adult industry. "Our philosophy at that time was to sell as much as we could for the best price", Dennis remembers. But even though Multistock Video was regularly exhibiting at the Venus trade fair in Berlin, the sales still remained below Dennis' expectations, making it difficult to establish the company on the European market. But one day, Dennis received a single and totally unexpected phone call from Phantasm Video and much to his surprise; he was offered to take over the whole business. Since several other managers were apparently interested in buying this company too, an instant decision had to be made and without much hesitation, Dennis jumped at the chance. At that time, Phantasm Video was already a major player on the market, featuring a product range of no less than 4000 titles, some of which were obviously selling quite well. In retrospect, Dennis seems to regard this purchase as one of the key decisions of his professional career: "Finally, Phantasm Video was a little bit more than five fully loaded trucks and when I drove behind these trucks, I knew that this was the entrance to the European market."



Finally, brothers Oscar and Dennis Heijnen are running Shots Video together

sales managers



Jaap Allert, the appointed new national sales manager (left) with Pierre Barendregt

It soon became apparent that Dennis' plans were working out perfectly. The movie sales were finally rising year after year and the switch from VHS to DVD offered even more chances for Multistock Video. At the same time, Dennis decided to branch into the mainstream market and a growing number of non-adult feature films were added to the company's range of goods, in time, turning the Dutch business more or less into a regular wholesale company.

However, when the internet became increasingly important for the distribution of adult movies and other media, Multistock Video seemed to miss some important chances. "We definitely missed the internet boat", Dennis likes to sum it up. Anyway, Multistock Video soon made a rather smart move in signing an exclusive distribution contract with Robert Hill Releasing, enabling the company to re-establish an important position on the market.

Though the business was doing well again, Dennis felt he was dissenting with his partner over certain matters so he eventually arrived at the decision to sell his share of Multistock Video and to start something

new instead. When he commenced negotiating with his brother Oscar, Dennis' future plans seemed to match perfectly with those of Shots Video so both brothers are now finally teaming up to run the famous Dutch business together.

When it comes to profound experiences with the adult industry, Marco Den Deught, the second new sales managers at Shots Video, surely doesn't rank far behind Dennis Heijnen. Earlier in his career, Marco was a former purchaser and product manager at Music Products, an international distributing company. While taking care of sales to countries like France, Japan and Eastern Europe, Marco was able gain lots of new clients, actually tripling Music Products' turnover. In 2002, he was hired by ODS GmbH, a German CD and DVD manufacturer. As one of the company's top executives, he quickly established ODS Benelux, a subsidiary that soon generated some extra turnover. While at ODS, Marco was in close contact with Dennis Heijnen when the company was given the task to develop new packaging for Shots Video's products. With his knowledge of the non-traditional markets and consumers in

Europe, Marco is now expected to increase sales for the Dutch business significantly. Moreover, Marco will help in the task of establishing Shots Video's Video-On-Demand website on the market, gaining more partners for the company's affiliate programs.

Last but not least, Jaap Allert, who will be replacing Marco Leenders as the new national sales manager for Shots Video, completes the team. Jaap had been running a large sex-shop in Rotterdam for fourteen years, so he has been in the adult industry even longer than Marco and Dennis. And since he worked for the distribution company NLS in a leading position for two years, Jaap has all the makings of a sales manager for Shots Video.

To sum it up, Shots Video's new managers seem to have all the qualifications that are necessary to help the company maintain its leading position on the European market. By all means, the three recent recruitments and the move to the new premises in July will allow Shots Video to once again take another important step forward.



Marco Den Deught is a skilled manager with wide ranging experience