Dirk C.

Cross-cultural entrepreneur; Strategic & Operational Growth for SMBs

Expertise

Cross-cultural startup companies; Early-stage companies; Human and financial resource development; Sales, Business Development, and Partnership Development.

About Dirk

Dirk is an international business developer utilizing all his resources acquired over the last 25 years to partner with small-medium sized businesses (SME) and entrepreneurs, who operate primarily in the greater EMEA (Europe, Middle East & Africa) region. He currently serves as the leader of Integra Ventures, a long-standing Business as Mission (BAM) focused organization that started in 1995 in Wheaton, IL.

He has been involved in entrepreneurial ventures since 1999 in the technology, hospitality, healthcare, and energy industries. In 2002, Dirk and his business partners at Webvertising, a company they founded in 1999, expanded their leading product, iHotelier, a central reservation system (CRS) for hotels, into the European market. This was instrumental in the successful sale of their company in 2003. From 2004-2010, Dirk and co-investors at Prognosis developed a leading clinical enterprise (EMR) software system for the U.S. healthcare industry. Prognosis was sold in 2017 under favorable terms.

Dirk's current company, Hedgeway Business Services (HBS), currently focuses on providing operational efficiency services to U.S. based SMBs utilizing strategic outsourcing from frontier markets, principally in the EMEA region. Prior to that, Dirk's previous company, Avanzar Ventures International (AVI), assisted SMBs from the U.S. to expand their products and services into international markets and vice-versa.

In 2021, Dirk and his wife Raquel (Colombian), moved to Malaga, Spain for AVI to be closer to the EMEA region. On January 1, 2024, in addition to AVI and now HBS, Dirk became the next leader of Integra Ventures (IV) www.iventures.global. Dirk co-invested with IV in Bulgaria in 2008 and has been part of the IV board since 2011. IV identifies, equips, and resources missional operators that seek to advance the Gospel through business related ventures amongst people groups with little to no access to the Gospel in the EMEA region. Dirk and his wife now reside in Greenville, South Carolina.

Additionally, they continually collaborate with multiple angel investor networks and social impact funds focused on emerging & frontier markets. Together, they have assisted several entrepreneurs in the early-stage phase of their companies. Dirk is fluent in Spanish and has deep business cross-cultural experience, and strong networks in both the Latin America and EMEA regions. Dirk and Raquel lived and worked in Ecuador from 1993 to 1997.