



Robert W. Croes

Director of the Antraco
Aruba Group

About Me

Robert William Croes is a seasoned business leader and the Director of the Antraco Aruba Group, a diversified organization active in retail properties, business solutions, consulting, software development, and innovation projects such as robotics. With more than 30 years of experience across multiple industries, Robert has built and managed successful enterprises and has a strong understanding of the needs and challenges of Aruba's small and medium-sized businesses.

He earned his master's degree with honors, was placed on the President's List, and served as president of the Golden Key Honor Society chapter at the University of Phoenix.

Robert also teaches courses on financial markets and investments, contributing to the financial education of local professionals and entrepreneurs.

As the current Vice President of the Aruba Chamber of Commerce, he has worked actively on initiatives that support business development, education, and modernization within the private sector.

Robert's vision focuses on strengthening entrepreneurship, promoting innovation and digital transformation, and supporting responsible long-term economic growth for Aruba. He is committed to continuing his service to the business community through strategic, practical, and future-driven leadership.

Feedback Statement:

I have chosen to run for a Board position at the Chamber of Commerce because I believe strongly in the role the Chamber plays in supporting Aruba's entrepreneurs and shaping our island's economic future. After serving as Vice President, I have seen firsthand both the challenges and the opportunities facing our business community, and I feel a responsibility to continue contributing to its development.

I believe I can add value to the Chamber as an institution through my diverse professional background in property management, business solutions, software development, consulting, and innovation. My experience leading the Antraco Aruba Group and working closely with small and medium enterprises allows me to bring practical insight into the needs of different sectors, while my academic and leadership experience helps me contribute to strategic planning, governance, and modernization efforts.

To help the Chamber achieve its goals — including the promotion of entrepreneurship — I will continue to support initiatives that strengthen financial literacy, encourage innovation, and provide practical tools for business growth. I aim to advocate for responsible development, improved access to training, and the digital transformation of local enterprises so that our business community remains competitive, resilient, and future-ready.