



PERSONAL

I am passionate about innovating and improving; preferably complex social issues. I am an experienced strategy maker, transition manager, public affairs manager and chairman of (inter)national partnerships. I know my way in (political) environments with many stakeholders. I believe in multidisciplinary cooperation and maintaining relationships and networks. I like to think outside the box. It's the concept that lies at the base of my current company **Buiten de Lijnen** (which means 'outside the lines') that I started in February 2020. My mission is to inspire people and organizations to invest in themselves and a sustainable future.

Privat: I am 49 years and live in Utrecht (The Netherlands) with my husband and three children (15, 13 and 11). In my spare time I like to walk, play tennis and enjoy family and friends and culture. Besides Dutch, I speak English fluently and reasonably French and German.

References: [Michel Rudolphie +31622840321](tel:+31622840321) and [Michel Dutrée +31612834521](tel:+31612834521).



COMPETENCES

Strategy- and vision building, scenario planning, leadership, transition management, stakeholder and issue management, advocacy, communication, operating in a political-social context, (inter)national networking, entrepreneurship at corporate social responsibility. Generalist at Business Administration and Human Resources.



EDUCATION

'17-'19	Executive MBA (IBO Business School)	2001	Communication consultant Course (NIPO)
2017	Business Administration compact (IBO Business School)	2000	NIMA B: Advanced Marketing Education (IPD)
2016	Leading Professionals Course (Schouten & Nelissen)	'90-'96	Higher Education in Communications (Hogeschool Utrecht)
		'83-'90	Secondary scientific education (St. Ursula, Horn)

APRIL 2016 – JANUARY 2020, HEAD OF PUBLIC AFFAIRS AT THE DUTCH CANCER SOCIETY (DCS)

Responsible for solving strategic and organizational issues, advocacy at (inter)national level and researching public opinion. I led a team of internal strategic consultants, public affairs consultants and market consultants. This team monitored DCS' social and political environment and was the organization's linking pin with the outside world.

Besides the position of Head of Public Affairs I had the following roles at DCS:



JUNE 2018 – JULY 2019, PROJECT MANAGER STRATEGY AND TRANSITION

In 2019 DCS developed a long-term strategy ("Ambition 2030") that describes how DCS can make the most impact in fighting cancer in the future. As project manager, I was responsible for the development of the mission, vision and strategy and also for the organisational and tactical translation of the ambition.



WORK EXPERIENCE

FEBRUARY 2015 – JUNE 2018, Program Manager Expensive Medicines

After active political agenda setting (for which I was in the lead) of the DCS research report '[Accessibility of expensive cancer medicines](#)' (former) Minister Schippers of Health asked DCS to install a committee – with various parties in the care field (doctors, insurers, patients) – to actively research possible solutions for this problem and for the cancer patient so urgent matter. On behalf of DCS I was program manager of this committee. I co-wrote the advisory [report](#) and also a reader '[sustainable access to cancer medicines](#)' for new MPs.



SEPTEMBER 2012 – JUNE 2016, SENIOR PUBLIC AFFAIRS CONSULTANT

In this position I was responsible for the transition of the DCS to an advocate and to a real CSO. Public affairs and advocacy became primary tools for DCS to achieve its goals. Positioning of the organisation in the political and social field was an important aspect of this position as well as proactive relationship management with inter(national) politicians, ministries and social (interests) organisations.

MAY 2016 – JULY 2019 CHAIR OF THE ECL ACCESS TO MEDICINE TASKFORCE

I was the founding [chairman](#) of 'the European Task Force Access to Medicine' consisting of sister organizations of DCS from 25 different countries, united in 'the Association of European Cancer Leagues' (ECL). In my role as strategic leader, I initiated an innovative collaboration for agenda setting the problems of the accessibility of (expensive) medicines at international level. One of the achievements of this Task Force was the launch of a [White paper](#) in the EU Parliament (Oct. 2018) including solutions to tackle the issue of access to medicines for cancer patients in Europe.



FEBRUARY 2006 – DECEMBER 2014, SELF-EMPLOYED IN THE FIELD OF STRATEGY, CONSULTANCY & COMMUNICATION

Self-employed I conducted the following work: public affairs, advocacy, strategic advice, communication advice, media relations, PR and spokesman, project management, moderator and chairman. *My main clients were:* Ministry of Infrastructure and Environment, Environment Federation South Holland, Regional Environmental Consultation Amstelland Meerlanden, Cyclists' Association and the National Institute of Sports and Movement.



MARCH 2002 – DECEMBER 2005, HEAD OF COMMUNICATION/SPOKESMAN CITY OF UTRECHT (FIRE BRIGADE)

I built and led the communication department of the Utrecht Fire Brigade, including an information picket in case of large incidents. I was the spokesman in crisis situations in Utrecht with involvement of the fire brigade. I was also responsible for the communication strategy of an organizational change process.



MARCH 2001 – MARCH 2002, COMMUNICATION CONSULTANT BIKKER (AGENCY FOR INTEGRATED COMMUNICATION)

In this position I further developed my skills in issue and crisis communication, PR and reputation management.



OCTOBER 1997 – MARCH 2001, HR EMPLOYEE AND ORGANISATIONAL CONSULTANT NAVTEQ (NOW HERE TECHNOLOGIES) BENELUX & EUROPA

At Navteq I started as an Organizational advisor at Benelux level in the Operations department. I was responsible for Human Resources, internal communication and organization. After two years, my role changed to HR advisor at an European level with a special task of setting up a training programme. I was also interim manager of the Operations Department Benelux (25 pers.) for 6 months in collaboration with the Operations Manager and was a member of an EU change management team.