

Sua Persona

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Sua Persona = a person in her own kind

This person is characterised as a high-quality adviser as core competence. In other words, key concepts are accuracy and creativity in finding solutions, tactical-strategic planning and thinking ahead with the client, and analytical ability. New activities are regarded as a challenge and the process-oriented working method does not get in the way of the pragmatic approach. Core values are: creating/building something, adding structure, operational and functional advice, flexibility, taking responsibility and all-round versatility, making use of 20 years of experience in Executive Secretariat, Communication, HR and Projects. Professional experience in several head office departments guarantees an organisation-wide approach and insight into activities and problems.

Principals consider me to be somebody who is a real networker, who delivers what has been agreed upon, who is convinced of the New Way of Working and they appreciate me for my integrity.

Assignments

Gemeente Hoorn (Municipality); Communication advisor; Sept 2012 - now

- Designing the communication of the change process for the department datamanagement.

NKI-AVL (Netherlands Cancer Institute - Hospital and Research); Advisor Mobility; June 2012 - now

- Develop the new mobility policy for staff, patients & visitors and providers in which accessibility and parking are the most challenging parts, together with a project group.

Verkeer advies; project manager Amsterdam Zuidoost Bereikbaar; June 2011 - now

- As a mobility broker advise and mobilize big companies (over 200 employees) individually in the field of accessibility solutions they can implement for their employees. Convince the companies that they can (should) contribute to making and keeping the business district of Amsterdam Southeast an accessible area. For example by implementing the New Way of Working.
- Draw up on inventory of obstacles in the field of accessibility in the region, implement solutions of mutual interest accordingly.

Result: convinced 28 leading companies they should implement accessibility solutions for their employees. Investigate possibilities to set up a private shuttle amongst a couple of companies allowing staff to travel by public transport even when the company is situated a little too far from the station.

VNO-NCW West (employers association); secretary VNO-



NCW Metropole Amsterdam; Sept 2009 - May 2011

- Responsible for the staff bureau of the association, canvassing of members. Providing a platform for the members through thematic networking events with high-level speakers (ministers, mayors etc.) and communication via e-newsletters, magazine and website. Initiator and promotor for Sustainability Committee, for Early Adopters Ontspits (Kopgroep) (group of leading companies to realize through mobility solutions (HR) less traffic by car during rush hour). Chair a community group to match job-reliefs vs vacancies (Poortwachtercentrum).

Result: Realized substantial expansion of Early Adopters Ontspits with leading companies. Enlisted a considerable amount of new members. Organised attractive networking events with high-level, influential keynote speakers.

ABN AMRO Hypotheken Groep (Mortgage bank);
Communication advisor Corporate Communications -
Amersfoort; Feb - July 2009

- Manage complex communication projects, develop strategy for internal communication, advise business units and board a.o. concerning cultural change, responsible for the communication part of several projects with both in- and external (marketing-) communication aspects

Result: Approved and implemented communication plans for program NOW (AAHG getting through the recession) and for separation of the new Moneyou Bank.

Gemeente Ede (Municipality), Department Concernzaken;
Project coordinator Basic registration of Addresses and
Buildings (BAG)

Feb 2008 -now

- Setup (structure of) project, safeguard project progress, managing project teams, setting up reporting and consolidating reports, setting up, implementing and controlling quality management, internal communication

ING Ops&IT Banking / Technology Office - Amsterdam;
Communication Consultant

Sept 2007 - Jan 2008

- Responsible for drawing up and implementing communication plan for new Integration Services department, organization of kick-off event at Concertgebouw [Amsterdam's Concert Hall], setup of MT teambuilding phase

ING Ops&IT Banking / Technology Office - Amsterdam;
Communication Consultant

Feb 2007 - Jan 2008

- Responsible for communication in outsourcing project for network



connections within Europe and in-country in Belgium, Poland and The Netherlands

ING COIS / Global Vendor Management - Amsterdam;
HR Consultant

July & Aug 2007

- Responsible for setting up HR tools in new branch in Zürich
- Result: Structure/formulation for package of working conditions there and implementation of payroll accounting at a third party.

ING Ops&IT Banking / IT Infra - Amsterdam;
Communication Consultant

Nov 2006 - Jan 2007

- Redesign of IT Infra intranet site
- Result: Approved Plan of Action and project setup.

IntAct B.V. - Amersfoort; Project Assistant

Nov 2006 - Jan 2007

- Planning and setup of project activities to support implementation of legislation (BAG) for project groups with municipal authorities
- Result: Effective planning for project managers.

EXIN - Utrecht; Executive Secretary

Dec 2005 - Sept 2006

- Reorganization of (executive) secretarial department comprising 4 people, and running executive secretariat
 - Project support for large European tendering project
- Result: MT approved plan for reorganization of secretarial department.

Diakonessenhuis Hospital - Utrecht; Project Employee for ICT
Project Consultancy; Nov 2005 - Oct 2006

- Setup (structure) of ICT Project Consultancy for support and coherence of all ICT-related projects, overall coordination, setting up and taking minutes for meetings
- Result: Started up a properly functioning ICT Project Consultancy with established processes.

Diakonessenhuis Hospital - Utrecht; Project Employee for XXL
Project Consultancy; May - Oct 2005

- Project to replace the Hospital Information System (with 12 subsystems); arranging internal and external communication, overall coordination, setup of XXL project consultancy, follow-up on outstanding activities, setting up and taking minutes for meetings, project structuring and 'managing' project manager
- Result: All employees and interested parties were aware of and provided their cooperation for the extensive implementation. All subprojects were transferred practically flawlessly to the new system on one day.

PO2 B.V. - Haarlem; HR Consultant / Operational Manager;



Jan 2004 - May 2005

- Setting up/organising back office
- Independently setting up and implementing HR administration for customers, consisting of absenteeism support, dismissal procedures, setting up/structuring personnel administration, contracting third parties (occupational health & safety authority, insurance parties, etc.), managing payroll accounting.

Result: Set up an efficiently functioning back office.

Attracted and implemented contract parties (health and pension insurance companies, occupational health & safety authority, lawyer, relocation business and accounting office).

Set up or structured HR at 3 companies.

Selected, implemented and filled employee information system.

Wrote employee handbook and implemented employment conditions.

Employment History

Eutilia N.V. (IT market platform) - Leiden; PR Manager;

July - Dec 2003

- Setting up telemarketing and sales, writing content for website and text for brochures, press contacts, organising trade fairs, managing external agencies, internal and external communication, (communication for) launching of new products

Result: Drew up and implemented telemarketing plan. Set up effective product communication.

Eutilia N.V. - Leiden; Executive Secretary / Support Manager;

Aug 2001 - July 2003

- Managing Support Staff (secretarial department, HR, facilities department)
- Board Secretariat; English reports of monthly meetings, setting up shareholders meetings
- Reporting on and participation in MT meetings, managing, setting out and following up activities towards head office department and MT
- Filter, identification function and sparring partner for CEO, 'managing CEO', 1st point of contact and direction in absence of MT members / CEO, responsible for budget, follow-up on running projects
- Recruiting and selecting staff, setting up HR policy, job performance reviews, appraisal reviews and bonus plan

Result: Set up and filled efficient secretarial department and facility management. Facilitated effective meetings of Board and MT. Set up and implemented HR policy (also for foreign employees).

Novaxess B.V. (telcom) - Amsterdam; International HR

Manager; Oct 2000 - July 2001

- Support of foreign employees, setting up and implementing arrangements concerning commencement of their employment (applying for work permits and special tax schemes (30 % tax ruling) and contracting third parties



Result: Arranged full relocation for 35 foreign employees.

Novaxess B.V. - Amsterdam; Personal Assistant to CEO;
March 2000 - Sept 2000

- Setting up secretarial department
- Setting up HR department; personnel administration, managing payroll accounting, setting up and implementing employment conditions policy

Result: Set up and filled (4 persons) central secretarial department. Organized HR department. Recruited and selected first 100 staff members, formulated and implemented employment working conditions policy, also for in-pats.

Travel; Oct 1998 - Nov 1999

Asia, Australia, New Zealand, Pacific

- During my travels, I was Executive Assistant to the Director of the National Art School in Sydney - Australia from March - May 1999

Euronext (then called Amsterdam Stock Exchange) - A'dam
Marketing Communication Employee; July 1997 - Sept 1998

- Coordination and greeting of press, setting up sales pitch for selection of advertising agency, setting up marketing communication policy, implementing first marketing communication campaign with radio commercials and advertisements in national newspapers
- Organization of party for staff and members of Euronext (total approx. 3000 people)

Result: Marketing communication plan approved by management. Advertising agency selected and marketing communication campaign rolled out. Realized successful party at Showbiz city.

Euronext (then called Amsterdam Stock Exchange) - A'dam
Project Assistant; Feb - June 1997

- Project Assistant of Merger Project Consultancy (Options Exchange and Amsterdam Stock Exchange)
Integration of departments, work sessions to get people working in the same direction, internal communication (merger newsletter)

Euronext (then called Amsterdam Stock Exchange) - A'dam
Executive Secretary / Travel Manager; Jan 1993 - Jan 1997

- Executive Secretary to Board member (with responsibility for international affairs)
- Setting up and implementing travel policy, booking business trips for all stock exchange staff

Deloitte Management Consultants (then called Deloitte & Touche), Financial Management Department - Amsterdam;
Executive Secretary / Office manager; Oct 1991 - Dec 1992

- Setting up secretarial department of new MC department, as well as responsibility for HR
- Organisation of seminar 'Strengthening the Amsterdam Stock Exchange' at Beurs van Berlage



Result: Set up efficient secretarial department and organized successful seminar for 500 participants.

Secretary / Administrative Assistant

June 1986 - Sept 1991 - employed by various companies; publisher, law firm and commercial enterprise in business gifts

Education

- Nov '09 - The Interchange Institute

Trainer Crossing Cultures with Competence - diploma

- Jan '98 - May '98 ISBW - Nieuwegein

Communication Management diploma

- '95 - '96 Van der Hilst Institute - Amersfoort

Vocational course PR Employee/Communication NIMA PR-A [NIMA = Netherlands Institute of Marketing) diploma

- '85 - '86 Schoevers - Arnhem

Executive Secretary diploma

- '80 - '85 C.S.G. Dingstede - Meppel

Senior general secondary education diploma

Training Courses

- Summer Course The New Way of Working, HR Academy and Erasmus University (2012)
- French speaking and writing skills (Eur. Level B1, Regina Coeli ('06)
- Conversation training - holding difficult conversations, Yarden - internal ('06)
- Effective Management, Instituut MKB (2002)
- Expatriates & Inpatriates, Kluwer Opleidingen (2001)
- Cross boarder sending in and out, Kluwer Opleid. (2001)
- Consequences of 2001 tax reforms for employment conditions, Kluwer Opleidingen (2001)
- Increase financial-economic knowledge of English (1995)
- NIBE course in Securities (diploma, 1994) [NIBE = Netherlands Institute for Banking, Insurance and Investment]

Other Activities

- Author for magazine Tibet.nu - bi-yearly magazine about Tibet in all its' aspects, published by the Tibet Support Groep - from April 2009
- Consultant for Yarden (undertakers); providing information on funeral options during individual conversations - May '05 to May '07

Hobbies

Travel (* world trip Oct '98 - Nov '99; Asia, Australia, New Zealand, Pacific), reading, scuba diving and golf



Language Skills

Dutch - native language

English - good spoken and written command

French - reasonable spoken and written command

German - reasonable spoken command, fair written command

References

References available on request

