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NATIONALITY:

German & Dutch

DATE OF BIRTH:

11-12-1972

I believe that organizations change when people change. That's why I inspire to continuously improve and learn. It is my job to make people see that change is the new normal and that feeling fun is seriously important to build strong cultures and propositions for people and organisations.

With my contagious enthusiasm and experience as transformation lead, I build trustworthy bridges. I focus on enhancing customer- and employee value with the result of building stronger cultures, effective and meaningful ways for collaboration, performance and renewal. Experienced in commercial and cooperative environments I operate at all levels of the organisation. I challenge to design strategic vision and translate it to explicit targets. To really achieve these, I help with organizing and facilitating their environment developing an enthusiastic mindset. I keep my eye on the human factor, staying on course. Change management is custom- and peoplemade. Therefore, I combine management models, tools and skills in a way that is most valuable to the organisation and their stakeholders.

EXPERIENCE

2016/PRESENT REVELANCE: OWNER/ENTREPRENEUR

- Organisational development consultant, transformation lead, executive business agility and leadership coach
- Strategy design, leading organisations and teams with complex and dynamic change assignments, leading cultural change

Selection of consultancy assignments/orchestrating and leading organisational, cultural and leadership development:

- 9-22 /current | OfficeCity: Leadership and growth programme for the board and management team, organisational reorganisation, resourcing for growth strategy, individual and team coaching
- 05-2021/current | Retail expert for organisational development, inspiring and advising member organisations at Koninklijke InRetail
- 10-2021/current | Loyal customer consultancy assignments | Dassault Systèmes, Centrum Coach Café, VBR, Ambiance, Vectis, Euronext and other SME's and franchise organisations: Leading strategy design and realisation, entrepreneurial development, HR, leadership and culture programs, agility trainings, design of e-learning
- 2019/current | KWF: trainer during summerschools: Inspiring and challenging staff in the field of business- and employ agility within the 21st century

Selection of interim assignments/leading organisational and cultural change:

- 05-2022/05-2023 | Logius: SAFe transformation lead | Leading and advising the board and management teams to develop the merger organisations Logius and KOOP to a shared and higher maturity level adopting SAFe (Scaled Agile Framework), leading the merger in fields of e.g. lean-agile leadership, customer value creation and continuous learning culture. Starting up and leading change teams such as the Lean Agile Center of Excellence.
- 02-2020/04-2022 | DICTU Ministry of Economic Affairs and Climate Policy - Division Generic Services: Strategic change consultant | Strategy design, orchestration transformation process and cultural change/mindset with the managing board and teams, starting up and coaching change teams, individual and team leadership coaching, cultural development, continuous improvement of agile way of work that contributes to realising strategy targets.
- 01-2022/03-2022 | NNVO National Nautical Traffic Education Institute: Ambition - and Strategy programme. Orchestrating and implementing the transition process
- 11-2020/03-2021 | SVB (Social Insurance Bank): Ambition and -stakeholder programme for the CIO-Office, vitality growth of staff
- 05-2020/11-2020 | DICTU Strategy Division: Team development and ambition design for the DICTU organisation.

Continuation selection of interim consultancy assignments leading organisational and cultural change:

- 02-2020/04-2020 | Police, Regional Platform Cybersecuritycontrole North Holland: Strategy development programme and inspirational sessions voor expert teams with the aim to set up platform cooperation and working with a shared ambition.
- 07-2019/10/2020 | KWF: Various trainings in the field of leadership, entrepreneurial cooperation, stakeholdermanagement and embracing the 21st century mindset to develop cultural change.
- 01-2016/current | Board members/leaders (~450 attendees): continuously leading inspirational sessions and intervention with subjects strategy design, cultural development, leadership and agility (SAFe).

2017/2019 SMART GROUP: EXECUTIVE BUSINESS COACH & ORGANISATIONAL CONSULTANT

Selection of assignments:

- Rabobank, KPN, NS, DHL: Entrepreneurship programs, leadership development, business agility, HR
- De Friesland, KPN: HR and outplacement programs
- Smartgroup: Enhancing and developing entrepreneurs' program: Accelerating business value, cooperation, productivity, HR and commercialisation for start-ups and scale-ups (coaching ~70 organisations). Entrepreneur coach and -trainer, building and cocreating strong propositions and organisational fit for start-up and scale up SMEs

2016/2017 BLUEBRIDGE: MANAGING DIRECTOR A.I.

- Development of ICT software and managed services in the field of urban innovation such as mobility and payment services
- Company start-up, responsible for staffing, businessmanagement and operations including IT program management, contract and service management, business development (in cooperation with Translink and Scheidt & Bachmann).

2011/2016 RABOBANK ICT: HEAD CRM

- Managing and futuring the people side of various ICT software development programs within the CRM portfolio (450 ICT professionals).
- Implementation of two reorganisations within Group ICT, initiate use of LEAN and SAFe AGILE principles within projects and grow from there to program, portfolio and business chain level

2009/2011 RABOBANK NETHERLANDS: CLUSTERMANAGER SME SECTORMANAGEMENT

- Prepare and develop team to succeed a transition to new KPIs and financing skills, Creation and implementation of integrated management tool to measure and steer new performance KPIs of strategic SME financing (23 FTE)
- Advising local banks and their entrepreneurs with financing and business strategy.
- PR spokesperson for various SME sectors such as wholesale, automotive and retail

2009/2007 DAS: HEAD DISTRIBUTION MARKETING

- Deal making with new sales channels and business partners
- Design and implement omni channel distribution strategy
- Creating and implementing future proof process to develop and maintain insurance products for all distribution channels

2007/2006 DAS: KEY ACCOUNT MARKETEEER

- Developing and enhancing (new) business opportunities with corporate clients in corporation with sales team. Improving sales with banks, insurers, intermediaries, service providers and new business partners
- Develop and integrate legal aid products of newly acquired companies to portfolio

2006/2002 EURONEXT.LIFFE: PRODUCT MANAGER COMMODITY DERIVATIVES

- Open Dutch commodity derivatives trading and clearing to merger countries
- Implementing Corporate Communications Strategy for derivatives, post-merger
- Developing the Dutch commodity derivatives markets, responsible for communications, product development, maintenance and acquiring business partners across Europe

2002/2000 EURONEXT: PRODUCT MANAGER DERIVATIVES

- Defining and advising on merger strategy for commodity units
- Research and launch of new equity derivative products and services

2000 AMSTERDAM EXCHANGES: STRATEGIC MARKETEER

- Research and development of equity, index and derivatives products
- Marketing research among private investors to improve client value of derivatives products

2000/1999 WAGENINGEN UNIVERSITY: SCIENTIFIC RESEARCHER

- Marketing & Consumer Behaviour: Investigations on arbitrage possibilities between US and European meat markets.
- Multi-national research, Wageningen University and the Office for Futures and Options Research Chicago (OFOR)

1998/1997 CA KIEL UNIVERSITY: SCIENTIFIC RESEARCHER

- Agricultural Sciences: Analysis of the economic value of conservative soil treatment and mechanic soil compaction. German soil conservation project in corporation with four German universities

1995/1994 CSIRO AUSTRALIA: FARM AND RESEARCH ASSISTANT

- Research on the impact of soil erosion by irrigation in Queensland
- Cattle livestock and technical farm work

1994/1992 KIFIX MATCHING OFFICE: OWNER

- Agency in matchmaking for childcare and babysitting

LANGUAGES

German (C2):



Dutch (C2):



English (C1):



French:



PROFESSIONAL SKILLS

Agility

contribute value



Strategy

design and implement



Mindset

embrace change



Serious Fun Infusion

thrive vitally



Leadership

activate common goals



EDUCATION

2000: MSc Agricultural Economics, Management and Marketing (cum laude), Wageningen University, Netherlands

1998: Diplom Agrar Ingenieur, Agricultural Sciences, Kiel University, Germany

1992: Gymnasium Diploma, Jungmann Gymnasium, Eckernförde, Germany

1990: Senior US High School Diploma, Burke High School, Omaha, U.S.A.

PERSONAL SKILLS

Entrepreneurship, curious, enthusiastic,
creative, improver, communicator,
collaborator, connector, challenger,
engager, strategic insighter, resourceful

INTERESTS

(Speed)windsurfing, vlogging,
comedy, skating,
accordion playing / orchestra,
Christmas tree farming, nature

LEARNINGS

Entrepreneurship, Assessor,
Leading and Implementing Change,
IT Program Management,
Strategic SME Financing and Accounting,
Diversity in Organizations,
Business Agility, Lean, Agile SFA, Jira,
Team Development,
Media Training, Consultative Selling,
Various Coaching and Leadership Courses,
Positive Psychology, DSI

AFFILIATIONS

2018 - present: Youtuber www.youtube.com/c/KirstenBaasNED166 | windsurfing

2015 - present: Mentoring topsporters to start/scale- up their businesses

2015 - present: Volunteer marketing and PR support of various clubs and organisations (accordion / windsurfing / dogschool)

2009 - 2011: Chairman of Windsurfing Club Ouderkerkerplas, The Netherlands

2007 - 2015: Owner of commercial websites (affiliate marketing)

1998 - 2000: Student representative of MSc Committee, University Wageningen, The Netherlands

REFERENCES

Available on request



Change is fun!

I help people to
open up to
the pleasure of
fundamental change.



Kirsten Baas

Strategic business consultant, transformation
lead

Business Agility & Serious Fun Infusion

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