

“With enthusiasm, a great sense of responsibility and always time for a good laugh I aim to achieve social impact in collaboration with others. I was never able to only choose one path in my professional career. I started within a consultancy company, and quickly became one of the co-owners. While working in diverse sectors, like international cooperation and health care, I was always focusing on innovation and change. Moreover, I developed my leadership skills while coaching our team.

Curious about the consistency? Personal-, professional- and social development is central in my way of working. For me, that’s what entrepreneurship is all about: try new things and never stop learning.”



I AM, LISE ANNA

CONNECTOR | COMMITMENT | IMPACT

Entrepreneur and Founder, BrightMinds 2014 – current

We are Project managers, Trainers and Organizers. Moreover, we are entrepreneurs. We are a consultancy agency that dares to be just a little different. It is our ambition to create a BrainGain on Curaçao and to link professionals with an entrepreneurial mindset. My personal goal is to create impact on a project, the team and resulting in the achievements and corresponding leverage.

Entrepreneur and co-owner, Jonge Honden, 2012 – 2017

Together with my business partner, I was responsible for the operations, strategic development and management of our team. Within three years we’ve build a team of six with great diversity and sky high ambitions. In addition, I was responsible for the general operations and management of Jonge Honden like communication, recruitment, acquisition.

Jonge Honden, established in 2002, is a junior consultancy organization that is exclusively organized by young professionals: www.jongehonden.com

PROJECTS

Within **Jonge Honden and BrightMinds** I was responsible for diverse projects. Below you can find a relevant selection.

Trainings and Events, 2013 - current

Entrepreneurship, Business Model Canvas, Persuasive Communication, Change, Core Quadrants: these are some of the topics I gained experienced in as a trainer and coach. For instance, I:

- trained and coached participants of the **Startup Launchpad of CITI** and **Present Your Startup** in Business Model Canvas;
- organized several team sessions, for instance about Change for **Onderlinge hulp**;
- gave a Masterclass Entrepreneurship at the **University of Leiden**;
- gave a workshop Job Applications and Interviews at the **Haagse Hogeschool**;
- trained students at the **University of Utrecht** on their networking skills.

A relevant selection of the events I organized:

- an interactive brainstorming session during a **Connecting the Dots** conference;
- a networking event for young professionals in cooperation with the **Curaçaohuis**;
- an interactive brainstorm with more than 25 public and private organizations about creating a **BrainGain** on Curaçao;
- a Documentary and Debate night ‘Fed-Up’ about obesity with **Co-World**;
- the conference ‘Outcomes in Health Care’ for **Zilveren Kruis Achmea**.

Writing assignments: proposals and communication, 2013 - current

Besides blogging and using social media for broadcasting the ambition of BrightMinds, I completed writing and communication assignments within projects and as separate assignments. For instance: I wrote a proposal for **GreenKidz** for the **TUI Care Foundation** (successfully granted end 2017); a proposal for **Academy Het Dorp** for the **EU-Fund EFRO OP-Oost** (successfully granted mid 2017); an advertorial for the celebration of the fifteenth anniversary of **Heren2**.

Siza Academy Het Dorp, program coordinator, 2016 – April 2017

I was responsible for assisting the CEO in launching Academy Het Dorp; establishing the new organization with the corresponding practical and strategical developments and formation of a functioning governance structure; attracting public and private parties and forming a Health Deal with the Ministry of Health (VWS), Economic Affairs (EZ) and Social Affairs (SZW).

Het Dorp, the most famous and innovative living community for people with disabilities since 1962 in The Netherlands is being radically modernized into a super smart and healthy living environment, accomplished through smart technology. More than fifty companies, knowledge institutes, governmental institutions and end users of care (patients, families and professionals) joined forces in a 'Quadruple Helix' cooperation.

Cordaan Huisvesting Change with Care, program assistant, 2015 – 2016

Due to the transitions in the health care sector, a new way of working was necessary for the department Housing of the Health Care Organization Cordaan. I supported the program manager in the transition phase to implement the program 'Change with Care' with internal and external parties.

Zilveren Kruis Achmea, project leader Customer Information Quality of Health Care, 2014 – 2015

Zilveren Kruis aims to achieve more transparency in the outcome of various health care procedures. I was responsible for connecting parties within and outside of Zilveren Kruis to communicate health care outcomes of nine diseases to (potential) customers. In this role, I motivated the different parties to collaborate, acted as an all-rounder and guarded the structure and planning.

ICCO, project secretary and researcher mid-term review five-year business plan, 2012 – 2013

In this evaluation, I examined the mid-term results of the business plan, the vision on the future and the needed changes in governance and resources to attain a futureproof development organization.

STUDIES

MSc Management & Policy, University of Utrecht, 2011 – 2012.

Thesis: 'Interactive policymaking in development cooperation.' Pilot study executed at ICCO, partly at the main office in the Netherlands and partly at a regional office in South Africa.

BSc Latin America Studies, University of Utrecht, 2007 – 2011.

Minors: Conflict Studies, Governance - & Organizational sciences and Journalism. Internship at Biblioteca Thuruchapitas in Cochabamba, Bolivia.

TRAINING

Below you can find a relevant selection of trainings for my personal and professional development.

Coaching voor alledag overall – NACSI, Elst van Oostrum, 2017/2018

Management Consulting – eight main topics*

Berkeley Square, 2016

* Organizing differently; Leadership; Appreciative Inquiry; Person-oriented work; Individual and collective learning; Diversity, storytelling & narrativity; Organizations as systems; Entrepreneurship.

Neuro Linguistic Programming – Jasper Geluk, 2016

Self-Managing Teams – 4YoungPeople, 2015

Languages | Dutch – Native | Papiamentu – Moderate | English – Fluent | Spanish – Basic understanding |

PERSONAL

REFERENCE

Theo Hiemstra, Manager Quality & Innovation Zilveren Kruis Achmea.

Great impact and very efficient is the phrase that comes to mind when I think about Lise Anna. I've had the pleasure of knowing Lise Anna for several years, during which I managed or hired Lise Anna. Above all, I was impressed with her ability to command a room and get people on board with ideas — even people who were initially on completely different pages. That skill often takes time to develop among health professionals, but it seemed to come perfectly naturally to her. And, of course, her strong resilience to succeed. Lise Anna would be a true asset for any position requiring to work independently and proactively. Therefore, she comes with my heartfelt recommendation. Her true positive critical attitude and broad interests drive Lise Anna to make the most of her experiences. She gets energy to initiate and implement new things. With great enthusiasm she delivers inspiring results. Someone to rely on when significant matters are at risk or great opportunities need to be seized!