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Awards and special recognitions:


- 2016 Top Recruiter in Netherlands (top 10), Intermediair.nl
- 2010 Nominated "Most promising recruitment initiative" for refer2, RIDE awards
- 2009 Winner title 'Best Social Recruiter 2009', CSN Awards
- 2007 Career site Clifford Chance 1st prize-winner SHRM Creative Excellence Award, Category global communications – online media
- 2004 Finalist 'Recruiter Of The Year 2003', Recruiters United
- 2003 Finalist 'Recruiter Of The Year 2002', Recruiters United
- 1998 & 1999 'Sales Person of the Month' - For Highest Contribution to Team Value, Modis

Completed recruitment projects:

2017 TomTom HQ, Amsterdam 
Global Talent Acquisition Consultant a.i.
TomTom has 4,000 employees worldwide and sells its products in over 36 countries. TomTom products include map-based services, real-time traffic, and navigation software.

Recruiting highly technical talent for Navigation Business Unit in Berlin. Results:

- ✓ Hired more C++ Software Engineers in first 3 months then 18-month period before.
- ✓ Improved hiring efficiency from 1:174 to 1:39 applicants,
- ✓ Reduced time to hire with 1 week (from 5 to 4 weeks),
- ✓ Worked on many different process improvements such as Workday Candidates Report, online job marketing, new job template, and candidate experience.

2016 – 2017 Canon Europe, Amstelveen 
Talent Acquisition Specialist a.i.
Canon, world-leader in imaging solutions, is a global 500 company, with over 18,000 employees across EMEA, and revenue of \$46B. The Unity program is a large business and IT transformation program and one of the largest Oracle EBS implementations in Western Europe.

In this international transformation program responsible for the end-to-end recruitment process. Results:

- ✓ Filled all Business / ICT related vacancies faster than expected,
- ✓ Realised average 7 hires per month. Number of vacancies reached an all-time low.

2016 Blokker Holding, Amsterdam 
ICT Recruitment Specialist a.i.
Blokker Holding is the holding company for one of the Netherlands' most powerful retail store groups. It operates nearly 2,400 stores in Household, Toys and Living category with 22.000 employees in 8 countries and a revenue of €2,1B.

Responsible for the recruitment of more than 50 IT specialists (permanent or contract) in 6 months for the new SSC ICT to achieve the objectives of the company; transformation into an omnichannel retailer. Results:

- ✓ Effectiveness improved from 3 to 12 hires per month by redesigning recruiting process,
- ✓ Improved employer branding and developed new recruitment site,
- ✓ Implementation of standard contractor agreements (Wet DBA),
- ✓ Successful use of Social Media and employee referrals for more quality hires (70%).

2014 – 2015 KPN HQ, The Hague 
Senior Corporate Recruiter a.i.
KPN is the biggest provider of telecommunications and IT services in the Netherlands, with more than 30,000 employees worldwide and revenue of 8 billion euros in 2014.

Responsible for successful large recruitment campaigns for key target groups such as 50 IT-security sales professionals, 25 Media & TV (Streaming) Engineers, and 10 trainees. Also worked on strategic recruitment projects such as:

- ✓ Implementation of recruiting dashboards and metrics using BI-tool Qlik,
- ✓ Improved career site to increase data quality i.e. source,
- ✓ Initiated standard job template to use by all recruiters (+23% conversion ratio),
- ✓ Changed open application process for better candidate journey,
- ✓ Talent mapping and market analysis for more insights of target group at start of recruiting process.

2014

TomTom HQ, Amsterdam
Global Talent Acquisition Consultant a.i.



Recruiting highly technical talent for the Sports and Navigation Business Units. Results:

- ✓ Hired over 40 C++/Java Software Engineers in 6 months without agencies.
- ✓ Created candidate dashboard report,
- ✓ Changed job template and increased the number of apply clicks with factor 2.7,
- ✓ Improved quality of applicants from 35% to 62% and 400% increase of pre-qualified candidates,
- ✓ 98% offer acceptance rate.

2014

Applus RTD, Rotterdam area
Project Manager Recruitment & Strategic Workforce Planning (freelance)



Applus RTD Group is an international company specialized in non-destructive testing and Inspections, both standard and tailor-made. The company has more than 5.000 employees.

Hired to reshape and upgrade the Global Recruitment and Employer Branding function to achieve the company's objectives e.g. Strategic Workforce Planning and world-class recruiting function.

1999 - current

Recruit2 / Recruiter University



Pioneer in execution of recruiting projects and online recruitment

- Expert in online recruitment.
- Significant improvement of recruitment effectiveness with new technology and processes.
- Innovative Employer Branding and recruiting campaigns with the use of social media.
- Successful completion of more than 20 recruiting projects, at national and international clients:

ICT / Technical: Canon, Blokker Holding, KPN, TomTom, Applus RTD, Raet, BearingPoint.

Telecom : Cisco Systems, Tele2, RANN, T-Mobile, Alcatel Telecom, KPNQwest.

Sales : InFocus EMEA.

Government : Wigo4it.

Legal : Clifford Chance.

Banking : ING Insurance / Wholesale Banking / Investment Management / Group.

Check my [LinkedIn profile](#) for project descriptions and achieved results.

Other recent work:

- Trainer and speaker at international conferences in the field of (social media) recruitment.
- Organiser of the *Mobile Recruitment Award* and *123Mobile conference* in 2012 and 2013.
- Author of two bestselling books about LinkedIn, for recruiters and job seekers (30K copies sold).
- Contributor to a Dutch book about Recruitment metrics (published in July 2013).
- Author of book 'Recruitment via Social Media', released in September 2014. Updated in 2018.

