

Reinier Stomp (33)

STUDY YEAR: 2009–2010

IS: Manager @ Kalypso

HOME: Orange County, California (USA)

HOUSEHOLD: In a relationship

DREAM JOB AS KID: Airline pilot

RIDE: Mini Cooper



Graduating from the SIM master's program for me marked the end of a six-year period in Groningen. In between finishing the courses for the master's program and writing my thesis I completed an internship at [Ahold](#), the parent company of Albert Heijn. Working at Ahold offered a great peak into the nuts and bolts of the workings of innovation in a large corporation. However, I was curious about other industries as well and thus started to pursue a career in consulting.

Once I completed my master's degree, I joined [Kalypso](#) (an innovation consulting company) as an analyst. Initially, consulting was a great way to explore different industries and corporate functions. I had the opportunity to work for many well-known companies across Europe, Asia and North America. Actually, though living in Amsterdam for the first 6 years after graduating, I only worked in the Netherlands less than half a year. In the meantime, I worked at many corporate headquarters, travelled to manufacturing sites and worked with the brightest engineers, formulators and chemists across numerous countries and cities.

After travelling between continents for a long time, two years ago I moved to the US where my company has a larger client base. Living and working in the US has been a big change but I can recommend anyone to explore an opportunity like this and live in another country for a longer period of time.

As a manager, I mostly lead client engagements from start to finish and guide the work of analysts and consultants who I work with. It is exciting to make an impact to client's strategies and business processes and to work with companies, brands and products that are used by millions of people around the world on a daily basis.

The US is more of a single market than Europe and I fly across the continent to wherever my client's site is on an almost weekly basis. Over here, I work with clients to improve their processes, optimize the technology that enables it, to better integrate R&D with other corporate functions and to include emerging digital technologies into the value chain.

An advantage of the US is the ease to move around, since moving here we have lived in the states of California, Nevada and Washington. Currently, we feel blessed to be able call Southern California our home, and we highly enjoy the diversity and quality of life this part of the world has to offer.

Looking back, the SIM master's program was a great steppingstone to start working in innovation and new product development and I am very excited to be able to work in this field. If you want to know more about my work, Kalypso or working in the Unites States, feel free to contact me on [LinkedIn](#).

Roel Hoekstra (32)

STUDY YEAR: 2009–2011

IS: Data scientist @ Antea Group

HOME: Leeuwarden

HOUSEHOLD: Married and two kids

DREAM JOB AS KID: Police officer

RIDE: Audi A4



So, I had this dream of becoming a business consultant at one of the Big 5 companies. As a cum laude graduate at Stenden University, I learned that an academic degree is a knockout criterion. This motivated me to take the transition year in 2009 and start my MScBA in Strategy and Innovation in 2010.

After graduating, I could pursue my dream of becoming a business consultant and started working at a small start-up consultancy run by former directors of one of the Big 5 companies. It looked promising at first, but after a short while my bubble burst. Nothing was as I imagined it to be: how was this possible? Looking back at this I now realize that I was their first junior consultant. I needed guidance, while the firms' focus was on surviving start-up challenges. Nonetheless, it got me thinking about the things I value and love in a job. My first love: helping business do better; my second: working with computers; my third: data analysis. Luckily, I met a recruiter of Centric, who offered me a job as Business Intelligence (BI) consultant – a job that combined all three aspects. Through training and doing projects at different firms I got up to speed. A great experience!

A few years after my start at Centric, data science took a flight. I took on a position with a stronger business focus, and that required me to advance my data analysis skills. This appealed to me and together with Centric, I decided that this was going to be my new goal. Centric provided me with the necessary training, and sped up my learning curve by allowing me to develop my own 'pet' project. This project runs on cutting edge big data technology and Python. Being a major fan of movies and tv shows, I do not always find the time to explore new shows and movies that fit my interests. Friends experienced a similar problem. So, I came up FlikDisk, a social media web-app where we recommend new movies and tv shows and share reviews. A great project with the amazing result that FlikDisk 2.0 got released in September 2019! For those interested: you can visit [FlikDisk](#) here.

Currently, I work as a data scientist at [Antea Group](#). As a team of data scientists, we collect data from sensors and drones and analyze the data with machine learning and deep learning techniques.

A recent project uses sensors and machine learning algorithms to make public lightning smart. This allows for predictive and just-in-time maintenance that optimizes business performance and saves costs.

My most valuable lesson learned is that you can't do everything by yourself: you need others, especially in difficult times. Asking and getting advice from others is essential and is perfectly okay! It can only make you better and stronger in what you do. My advice: develop and maintain your network!

Feel free to contact me at my [LinkedIn](#).