

## Wietse Bandstra (30)

STUDY YEAR: 2010-2012

IS: Marketing & Sales Manager @ C-Job

HOME: Apartment in Amsterdam

HOUSEHOLD: Living with girlfriend

DREAM JOB AS KID: Skipper on a Skûtsje

RIDE: Peugeot 208



Doing the MSc Strategy & Innovation changed my life. I never liked studying and always got distracted by the many extracurricular possibilities Groningen has to offer, like: student politics, competitive rowing, and sailing. While I was writing my thesis, I worked at FrieslandCampina. As a son of a farmer and having a “business mind” myself, I thought this would be my perfect company. I had a great and very educative time but the abundance of Red Tape, slow decision making and keeping up appearances caused resistance. After graduation, I was tricked into a diehard Sales position with a typical UK-style merit pay conditions. They asked me: “What do you want to achieve in life?” and I replied: “My own ship and a second home in Tuscany, Italy”. They promised me that if I worked hard, I could achieve this in no-time. They were right, but the sacrifices I had to make socially and the impact it had on my personal relationships were too big for me.

Recently I found the opportunity to buy my own ship. It's a traditional Frisian leeboard cargo vessel we sail races with during Spring and Summer. Together with a 15-headed crew, every year we compete against 80 other vessels to become the champion of the Frisian lakes. It's kinda big over there ☺.

One of my crew members said that they could use someone like me at their company, so currently, I work at an independent naval architect & engineering office called C-Job Naval Architects. With 40 engineers, we work every day to design new vessels in the Offshore, Dredging, Mega Yachts and Ferry industry. The new TESO ferry between Den Helder and Texel will set sail in Spring 2016 and is designed by us. Our clients are mostly ship owners and shipyards. I am responsible for all Marketing, Communication, Events and managing small projects, as well as represent C-Job at networking and industry-related events. C-Job expands rapidly and I hope to grow alongside with it. The way C-Job can make a difference from competitors located in low-cost countries is that for every project we start designing the ship from scratch. We find out what the ship owner needs to stand out from its competition and assist him or her in accepting innovative concepts and make sure approval from certifying organizations will be given. Mostly, the ship owners already know how to make a competitive vessel, but they need us to design their dream. For an example, click [here](#).

The lessons I've learned so far is that you need to stay authentic. Make sure your life is worth telling. Help out other people, work hard and be grateful to all the possibilities you encounter. I'd love to personally stay in touch with you via [LinkedIn](#). You can follow our sailing team via [@skutsjeredbad](#) or Facebook: <https://www.facebook.com/skutsjeredbad>.

To see some of the designs, click on the links to see some of our [ferries](#) and [dredging](#) ships.

## Henk Kooij (24)

STUDY YEAR: 2012-2013

IS: Consultant Innovation & Finance@PNO

HOME: Huizen

HOUSEHOLD: In a relationship

DREAM JOB AS KID: Professional footballer

RIDE: Kawasaki ER6-F



During the SIM program, I really liked the courses about the role of innovation in organizations. Many organizations try to be innovative, but also fail. I decided that this may be an interesting field to work in. After completing the SIM and O&MC master programmes, the job hunt started. So I went to Google and performed some searches on 'consulting' and 'innovation'. PNO Consultants appeared as one of the first results and a vacancy for a Junior Consultant-position caught my attention. Via LinkedIn I found out that a fellow student was working at this company, so I approached her for some background information about the company and job. So here's my tip to SIM students: Connect with all your fellow SIM students on LinkedIn, you never know what it might bring...

I have worked at [PNO Consultants](#) for 10 months now. Many people think that the letters P-N-O stand for the initials of the founders, but actually it stands for 'Pecunia Non Olet', which is Latin for 'Money Does Not Stink'. The founders of PNO, who studied around 30 years ago, thought that this would be an excellent description for the mission of the company ☺. At PNO Consultants we help innovative organisations to find financing solutions for their innovation projects via subsidies. Innovation grants help companies to strengthen their R&D-budget. This is big business: the annual innovation subsidy budget from the Dutch Government alone is €2 billion. The European's innovation budget is much bigger.

PNO has several offices across Europe, such as the UK, Germany, France, Italy and the Netherlands. It has eight offices in the Netherlands, spread out from Groningen to Maastricht. Our clients range from university tech startups to well-known multinationals. PNO is divided in two types of teams: Sector teams (specialized in a Dutch Top Sector) and regional (general) teams. Consultants with specific knowledge, in for example Energy or Chemistry, work in Sector teams, while generalists (like me) work for Regional teams. I work for the Amsterdam office. Most of my clients (around 50%) are ICT companies.

In my role as consultant, I regularly visit clients from my own portfolio to discuss their R&D plans with their CTO and/or CFO. If they have projects which may apply for a national or European innovation subsidy, we describe their business plan/technical roadmap and do the application. Next, I visit a lot of startup accelerators and events in Amsterdam to help companies with (public) investments and other fiscal issues. Most of these companies are internationally active, and oriented towards developing technologies. So they have all sorts of business questions.

At the beginning of the SIM master, I had never thought that jobs like this even exist. But I love it! It is a great chance to see a lot of different companies and you get much freedom to explore opportunities. I also gain a lot of consulting experience and see many interesting innovations, long before they reach the market! In short: a kick-start to my career.

In case you are interested in career possibilities at PNO, please do not hesitate to contact me via [LinkedIn](#)!