

Lianne Noteboom (27)

STUDY YEAR: 2012-2014

IS: Knowledge advisor @ Koninklijke Visio

HOME: House in Amersfoort

HOUSEHOLD: In a relationship

DREAM JOB AS KID: Sports teacher

RIDE: Suzuki Swift



After completing my bachelor at the Hanze Hogeschool, I realized that I was far from ready for working life. Since I have always been very interested in marketing, I decided to apply for the pre-master marketing. The second half of the pre-master consisted of several Strategic Innovation Management courses, which appealed to me so much that I decided to switch to the SIM master program. In the end these various studies made sure that I got a lot of insight into a variety of business, including information management, knowledge management, marketing and innovation.

With this backpack full of knowledge, I entered the job market. I started as a marketing advisor at a small company: [Orion Duurzaam Leren](#). The main goal of the company was to stimulate the exchange of operational, applicable knowledge in the law enforcement, health care and educational sectors. The company consists of four parts: work/learning forums, the academy, organizational advice and an information sharing service. I was responsible for the development and implementation a new marketing strategy for each of these parts and improvement of the online marketing strategy.

After 5 months I got an offer to become the marketing specialist for a big international four-day event in The Hague: the International Conference on the [Legacy World War One](#). Approximately 800 delegates from over twenty countries were gathered to talk about the legacy of WOI. The aim was to build bridges not only between different sections of academia, but also between countries and generations. This was a big opportunity for me as I became solely responsible for the entire marketing process. I learned a lot!

After this adventure I started as an online marketer and account manager at a Dutch power tool brand, [FERM Power Tools](#), active in more than 40 countries. A completely different industry, but certainly not less interesting. Being an online marketer and account manager, I was responsible for the online branding of FERM, keeping close contact with our current e-tailers and approaching new business partners.

After having pursued several jobs, I still had the feeling of not knowing whether this was what I wanted. But through the experience of all these different jobs, it became clear to me which parts of the job I didn't like and which parts gave me more energy. I really like working with people, sitting around the table and discussing opportunities and ideas, which brought me to my current job. I am now working as a knowledge management consultant at [Visio](#), a foundation for the blind and visually impaired. It is a wonderful job, with a lot of different tasks. Each day is different. One day I'm working on retrieving practice cases from our doctors and therapists so I can retain the expertise and disseminate it throughout the organization... the other day I'm busy analyzing knowledge sources and their impact.

It was quite a winding road, but I finally feel that this is where I want to stay for a while. It goes without saying that if you have any questions, you can contact me via [LinkedIn](#)!

Mart Beune (26)

STUDY YEAR: 2012-2014

IS: Consultant KPMG CIO Advisory

HOME: Apartment in Amsterdam

HOUSEHOLD: In a relationship

DREAM JOB: Professional football player 😊

RIDE: Renault Clio



The reason for me to sign up for the master program Strategic Innovation Management (SIM) is rather straightforward; I was 100% convinced it combined my passion for innovation and thinking strategically about the future of companies. Without a doubt I can confirm that the SIM master did not disappoint me at all! It gave me the opportunity to learn all about strategic alliances, to discover the world of how to capture value from innovation, and to write my thesis linked to the energy sector. It was clear to me, whatever my next step would be, it needed to be in the field of innovation, transformation and energy.

I got the opportunity to work for [KPMG](#), and in January 2015 I started at KPMG Management Consulting, within the CIO Advisory group. In my current job I am able to combine my passion for innovation, transformation and the energy sector. Besides, KPMG operates all over the world and building relationships and strategic alliances is at the heart of KPMG's business. Also, the beauty of a company like KPMG is that whatever your passion is, or whatever sector is of interest to you. You can find it all within one company! There is only one pre-requisite; you have to pursue the opportunities yourself, but if you do so, you will get all the support you need to achieve your goals!

So far I had the privilege to work on business separation projects within multinational companies, reviewed a business plan of a large insurance company, and transformed departments of semi-public companies to prepare them for the future. In addition to all of this I have the opportunity to work with promising startups in the field of energy, as I am part of the KPMG Innovative Startup team! This team bridges the gap between startups and corporates, and I can tell you that it is inspiring to be right in the middle of this ecosystem. With this team I have worked on the New Horizons 2015 research, called "On the road to corporate-startup collaboration". If you have some spare time, do not hesitate to read through the report or have a look at the [info graphic](#) we created.

To current SIM students I want to say that I am confident that you picked a master program that enables you to explore the world of innovation in the best way possible. More importantly I want to emphasize that you should never compromise on your values and always stay authentic. So far I have experienced that it is exactly this that gets you where you want to be!

Do you want to get in touch with me to talk about job opportunities at KPMG, or do you simply want to get in touch to have a talk about the topic of innovation? Please see my [KPMG page](#) or do so through my [LinkedIn](#) page.