

Daphne Hoving (24)

STUDY YEAR: 2012-2014

IS: Marketeer @ Catawiki

HOME: Apartment in Groningen

HOUSEHOLD: Living with boyfriend

DREAM JOB AS KID: Teacher

RIDE: Carpool with colleagues



In 2012, after having completed my Bachelor's degree in Communication, I signed up for a pre-master programme in Management to deepen my knowledge, resulting in a MSc degree in Strategic Innovation Management that I managed to complete last summer. Now, I am employed at Catawiki, an online auction house for collectors and one of the most fast-growing start-ups in the Netherlands.

I started working at Catawiki's offline marketing department the very day after signing my Master's diploma at the Academy building, and have enjoyed it every day since. With over 100 weekly auctions and a quarter of a million registered users, Catawiki is the number one website for buying and selling collectibles. Our roots are in the Netherlands, but we also have an active presence in Germany, Belgium, France, Spain, Italy and even China, making for a highly international work environment.

We auction the most extraordinary things; in the past year alone we have sold one of Napoleon Bonaparte's hairs, a fossilized mammoth, the selfies of Heleen van Royen, an original script of the TV series Game of Thrones and an abundance of rare stamps, classic cars, coins and comic albums. As you can understand, Catawiki is a place where no two days are ever the same, making my work both interesting and exciting.

At the offline marketing department, I work together with the rest of the team to build a solid brand identity and devise a successful marketing strategy for the Netherlands and the rest of Europe. I'm also responsible for Catawiki's social media strategy, our advertisement sales and other forms of external communication such as newsletters, e-mail marketing and PR activities.

Working at a company as innovative as Catawiki is a great experience; my colleagues are all creative people brimming with enthusiasm, and I feel blessed to be given the chance to work in such an inspiring and stimulating environment. The department works as a strong team, and we often enjoy after-work drinks, go out for dinner or join one of the local pub quizzes. I'm also a founding member of the Catawiki Activity Committee, and help to organize all sorts of company events and to publish our monthly internal magazine.

I feel that, with my current job at Catawiki, my career is off to an excellent start. As my passion lies in coming up with creative marketing strategies, the offline marketing department is the perfect place to put my ideas into practice, to test my abilities and to further hone my skills. To top it off, the fact that Catawiki is such a promising and fast-growing company means there are plenty more opportunities to stretch my wings waiting for me in the future.

If you have any questions for me, or about Catawiki, please feel free to contact me through my [LinkedIn](#) page.

Monique Taverne (30)

STUDY YEAR: 2008-2010

IS: R&D Advisor @ UMCG

HOME: Apartment in center of Groningen

HOUSEHOLD: Living with boyfriend

DREAM JOB AS KID: Veterinarian

RIDE: Bike



I have fond memories of studying MSc Strategy & Innovation at the RUG with my fellow students under Thijs' supervision. Writing all the different papers gave me the opportunity to find out which innovative industry I found most interesting. At least, so I thought...

Researching, among other things, the up rise of coffeehouses, the value of open source 3D animation software and the compatible advantage of the sustainable clothing industry, I became most interested in the energy transition. Following my newfound interest I did an internship at Creative City Lab (Amsterdam). Together with 25 students from different academic backgrounds we worked on innovative solutions to create a climate neutral residential area. Moreover, I wrote my master thesis at Energy Valley (Groningen) about the effects of tie strength on knowledge brokering.

After graduating Cum Laude different organizations approached me to continue working in the energy sector. However, my interest in other innovations sparked quickly and during a Friday afternoon drink I got to talk with a partner of an innovative start-up: MadLogic (Groningen). The next two years I worked on developing, facilitating, selling and implementing a corporate game-based advisory tool. Most importantly, we worked together on building a business, setting a strategy, creating a network and a solid knowledge base.

While I got hooked on applying game techniques ('gamification') to organizational problems, I missed making a public contribution. The two-year UMCG Next Traineeship provided a new challenge. Besides lots of training, cases and courses we, as a first cohort, got the opportunity to find our own way within the hospital. Combining my previous experience and interest I first worked on the development of a game-based e-learning application for healthcare professionals. Afterwards, I set up a toolbox and platform to assist in developing innovative health apps, games and e-learning.

As of the 1st of June 2015, I started as R&D advisor at the internal educational institute of the Academic Center: the Wenckebach Institute. I will continue working on, amongst other things, (improving) the development, validation and valorization of eHealth solutions for educational and change purposes within the UMCG.

An important lesson I have learned since graduating is that there is no such thing as finding the perfect job, but that you will have to work hard to create it yourself. Also, switching between jobs, organizations and industries allows you to view things from multiple perspectives, which has proven to be very valuable. Finally, do not assume you are done learning when you graduate, it is only just getting started!

Obviously, you're always welcome to contact me in case you have reason to believe that I can help you, please do so through my [LinkedIn](#) page.