

Tom Berger (30)

STUDY YEAR: 2011–2012

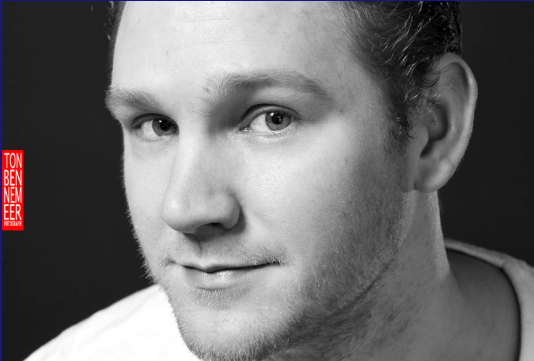
IS: Co-founder @ Devise Analytics

HOME: House in Utrecht

HOUSEHOLD: In a relationship

DREAM JOB AS KID: DJ and music producer

RIDE: Giant x1800 (racing bike)



When I finished my Bachelor, I realized that business strategy was the only part of Business Administration I really enjoyed. I picked the SIM-master program (called Strategy and Innovation back then) because I liked the conceptual nature of it.

At the end of my master, I received an email from the Career Office about an internship position at [Digital Performance](#), a performance marketing firm in Berlin. I decided to apply and ended up living in Berlin for the next four years. In these years, Berlin experienced a huge startup boom, which I really enjoyed being part of. This boom opened up the opportunity to take a lot of responsibility rather quickly. Career-wise I certainly did not expect to make such a leap forward in such a short timeframe. Despite the money and perks of an international startup life, it did not motivate me intrinsically enough to make me happy. I wanted to do something that would actually serve a bigger purpose, and on my own terms: I wanted to become an entrepreneur striking the right balance between financial returns and contributing to a better world.

At some point, with this plan in my head, I run into one of my friends from the RUG who was working as a data scientist at the [UMCG Ambulancezorg](#): the emergency service of the University hospital of Groningen. He told me that there is a lot of data in healthcare but also a lack of tech people who can unlock the full potential of data to deliver better and more efficient healthcare. We decided to join forces and found [Devise Analytics](#)! With my startup experience and his tech background, we formed a good team. We wrote a business case and pitched the idea to the director of the UMCG Ambulancezorg, which became our launching customer. The next year consisted of me moving from Berlin to Groningen for 6 months, commuting every weekend to Berlin where my girlfriend still lived and staying another 6 months at my mom's couch. Now, two years later, we have a healthy and growing company with a team of 6 that helps several healthcare organizations with our cloud-based dashboard solution and mathematical forecasting models. We help them to allocate their resources more efficiently, improve information flows, and make sure ambulances arrive quickly at incident locations. We have demonstrated our first promising results, and our products are now used in several regions.

I think my biggest advice for you guys will be to keep searching for that one job or industry that you enjoy and not be distracted by social status, compensation or office perks. For the upcoming years you will be occupied with your job most of the time you are awake. Therefore, better make sure you find a job you really *really* like. Don't be afraid to move forward and leave a stable situation behind in exchange for a new, more insecure opportunity if it might bring you closer to reaching your goals. Feel free to reach out to me via [LinkedIn](#) if you want to know more about founding a company, Berlin, my weird career experiences, or if you are interested in helping to improve emergency care together with me and my team, please drop me a line.

Marije Bakker (30)

STUDY YEAR: 2012–2013

IS: Consultant Smart Industry @ FME

HOME: House in Rotterdam

HOUSEHOLD: In a relationship

DREAM JOB AS KID: Hairdresser

RIDE: Peugeot 308 SW



I would love to state that I always knew that I wanted to work in the innovation-field. This is, however, not the case. During my studies I enjoyed the courses about business, strategy and innovation the most, and therefore I figured that my professional life should revolve around these themes. This was a great decision, because this field of expertise never gets 'out-of-fashion'.

During my studies I applied for several traineeships and consultancy jobs and eventually I landed a job at [PNO Consultants](#) in Rotterdam. PNO is a consulting company specialized in innovation and funding. At PNO I have learned everything there is to know about financing innovation projects, but more importantly, how to interview companies and advise them about collaborations, business models and project organisations. Furthermore, it was during this time that I discovered my interest for technical innovation. To further increase my technical knowledge, I even took an additional study to learn the basic principles of mechanical engineering.

After 4 years, it was time for me to learn and do something new, so I switched to [Siemens](#) (Den Haag), where I was hired as Key Account Manager for the division Building Technologies. Compared to my job at PNO, I had a more commercial role, in the sense that I had to translate the wishes from several major customers into specific products that Siemens would be able to offer. Even though this experience was very useful to me, I also figured out quite quickly that the match wasn't there. The job was a bit too commercial for me, and it often required me to do the work all by myself. Unfortunately, this is not my cup of tea. I decided it was time to look for a new job!

Luckily the economy was picking up again, and I was therefore able to switch jobs quickly. In March 2018, I started an awesome job at [FME](#), an employers' organization for the technological industry, with approximately 2200 affiliated companies, and employing about 220,000 people. Our members are active in the fields of manufacturing, trade automation and maintenance in the metal, electronics and electrical engineering sectors.

As a Consultant Smart Industry, I advise these companies about the practical implementation of new (digital) technologies (also known as Industry 4.0). I work with the most impressive companies (SMEs, multinationals, start-ups) on a daily basis and I get to help them decide which new technologies they should use, how they should innovate their business model and how they can activate their employees to keep developing new skills. A job I would have never imagined doing after graduating, but one everyone with our degree and a passion for technology will be able to do!

Do you want to know more? Feel free to contact me via my [LinkedIn](#).