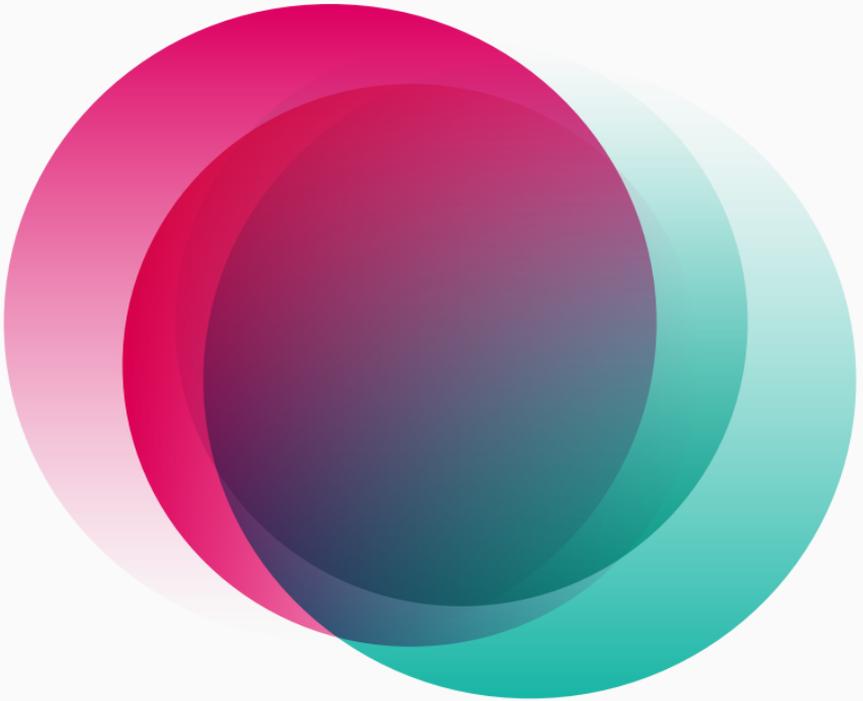


*stronger together*

# **WOMEN** *for* **WOMEN**



EXPAT**S**POUSES  
INITIATIVE

**LIVING IN**

stronger together



WOMEN  
for WOMEN

stronger together

# WOMEN *for* WOMEN

*Women for Women* program, at first sight, these 3 words represent a simple idea, but when you look closer, it is an innovative solution that enables, and empowers others. The program connects international women, who seek to start their careers in the Brainport region with influential female ambassadors.

The *Women for Women* program is an endeavour initiated between **Expat Spouses Initiative, ESI** (an organization devoted to jumpstarting the careers of expat spouses) **LivingIn Program** (the municipality's expat program which supports improvement of the living conditions of internationals) and **Eindhoven Gemeente**.



**WOMEN**  
*for* **WOMEN**

## Women for Women program believes in the POWER OF Networking, Collaboration, and Innovative solutions to IMPROVE Diversity and Inclusion

The journey of *Women for Women* program has been a remarkable one, rooted from global mobility but tied to the regional movement, the *Women for Women* program aims to mobilize the workforce of **highly qualified international spouses** and implement the dual-career system in the Brainport region.

The *Women for Women* program is going from strength to strength as it enters its **fifth edition**. We are on a mission to create an inclusive ecosystem in which all individuals (*Internationals and Locals*) can achieve their potential.

***86% of Women for Women TALENT got successfully connected to their professional goals in the Netherlands, during or within two months of the program completion (Edition I - III).***



*Women for Women* program introduces Twenty three highly skilled international **Talents** to Twenty three locally connected **Ambassadors**, serving as a springboard for jumpstarting both careers that are just blooming and being restarted alike.

**AS AN AMBASSADOR AND AS A TALENT, YOU CAN TRANSLATE THE VISION INTO REALITY! TOGETHER YOU ARE THE CHANGE-MAKERS OF TODAY AND TOMORROW.**

As an ambassador, how can you be an important factor in the life of your candidate, just by listening, connecting and giving feedback?

Which steps can you take as a candidate towards the goals that you aim for?

Does this project affect your ambition, your direction or even the way that you might look at yourself or your environment?

As a City of Eindhoven ambassador, how can you show that this city is becoming more and more international and welcoming to our international talents?

Many questions that will be answered during the next three months.



# EXPAT SPOUSES INITIATIVE



**EXPAT SPOUSES INITIATIVE (ESI)** is a bottom-up community-driven movement that focuses on helping the international spouses of working residents in the Netherlands to integrate professionally.

As a team of International spouses, we understand the struggles of the international spouse personally, and we are working to create solutions that have true impact.

### **Dual Career Opportunity, not a problem**

Today, the typical accompanying spouse is highly-skilled, highly educated, and often gives up a significant career to enable her/his partner's move.

**WE ARE A COMMUNITY OF 2000+ PROFESSIONALS, MOSTLY UNIVERSITY-EDUCATED, AND MORE THAN 80% WITH MORE THAN FIVE YEARS OF EXPERIENCE.**

We represent a latent pool that is a possible game-changer for local companies. Our vision is to eliminate the 'problem' of the expat spouses and prevent it from happening in the first place.

### **Empower Talent vs. Combat Market Gaps**

How do we do it? On the one hand, we work to support the International community to get adjusted to the Dutch labor market with our '*Professional Empowerment Program*'. On the other hand, we work with local Dutch people, companies, organizations, and government, to do some collective '*place-making*' together, tapping into this latent local pool.

# LIVING IN



With the **LIVING IN PROGRAM**, we are creating a **more international living climate for the Eindhoven Brainport region**.

Imagine a more accessible cultural field or more opportunities for talented spouses of international knowledge workers.

By investing in this living climate, we improve our ability to attract and retain international talent. In doing so, we contribute substantially to the further development of our region.





EINDHOVEN



*stronger together*

The **City of Eindhoven** believes in creating opportunities for everyone.

**EVERYONE IS TALENTED, AND IT IS VERY IMPORTANT THAT EVERY SINGLE TALENT CAN PARTICIPATE IN, CONTRIBUTE, AND ADD VALUE TO OUR SOCIETY.**

Creating opportunities can not be done single-handedly. People are needed who have the same ambition and are willing to work together.

Together we can create and maintain a more inclusive ecosystem. In this ecosystem, people are motivated to give back because they value the opportunities they had in the past.

Those people are Ambassadors - **AMBASSADORS OF THE CITY OF EINDHOVEN.**

We are delighted to welcome you to this network, and we look forward to working together. You have taken on the responsibility of helping local talents in making their next steps towards their societal contribution.

We feel proud and honored that you want to take on this role. We will do our best to facilitate you and create value for everyone in this project.



### OLHA BONDARENKO

*Strategic advisor / Municipality of Eindhoven  
(Ambassador of the city of Eindhoven)*

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The city of Eindhoven is in the heart of the innovative Brainport region, which is growing quickly. We need new talent to support this rapid economic development. **The *Women for Women* program helps to retain talented people from abroad and make the city a pleasant place to live in for expats and their spouses.**

Fourth time as an ambassador, I am always impressed by the energy and dedication of the participants to find a new career in a foreign country. From my own experience, I know this is not an easy task to integrate and find a job in the new environment. This is why initiatives like *Women for Women* are significant. **The community around the initiative provides support, inspiration, and networking possibilities for all participants.**

The bonds that are built during the program also keep on after the program ends, forming a new network that enriches the Brainport ecosystem.



### NAZANIN SHAFIEE

*Business Development Manager / SMART Photonics BV  
(Talent from Women for Women, edition III)*

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When I decided to join the *Women for Women* program, I couldn't have imagined how big of an impact they could have on my personal life and my professional career. **The program has managed to seamlessly realize the positive impact on the expat spouses, their families, and the community as a whole**, which strengthens the motivation for international talent to stay back in the region.

ESI and Living In, as an internationally diverse team of expat spouses themselves, have the propensity to help each individual. And each new wave of expat spouses reflects internally, fill their personal, cultural, and career gap, finetune their professional direction, and understand the Dutch labor market.

**ESI and Living In creates a welcoming environment to ease the organic integration of the expats within the Dutch ecosystem.**

WE HAVE GROUPED OUR TALENT INTO FIVE TRIBES TO UTILIZE EACH OTHER'S POWER & MAKE AMAZING THINGS HAPPEN - EACH TRIBE IS AS IMPRESSIVE AS THE NEXT

### GO-GETTERS



Transforming innovative ideas into immediate action. Your belief that action is the best tool for learning guides you. You are in the right place; it is time to share your story with the enablers.

*#Don'tTelMeICan't #Go-Getters*

### INNOVATORS



You love to peer over the horizon. The technology, science, and research fascinate you. Formulate the career story that propels your vision towards reality in this high-tech region.

*#FuellingMyPassionForScience #Innovators*

### CONNECTORS



You feel the need to bring ideas and events to life, to energize them, to make them significant and vivid. It is time to tell your story out loud, while keeping your end goal in sight.

*#NoDaysEverTheSameForMe #Connectors*

### GAME CHANGERS



You are unafraid to lift your head above the wall, do things differently, disrupt the apparent path, and leave a lasting footprint on the new journey. Redefine the career story that enables you to thrive.

*#NowIsTheTime #GameChangers*

### EXPLORERS



You love finding new knowledge, and working on multiple areas has made you stronger. Your passion for combining your existing skill sets in a myriad of ways enables you to design a career story of your choice.

*#IThinkOutOfTheBox #Explorers*



BEHIND EVERY SUCCESSFUL  
WOMAN IS A TRIBE OF OTHER  
SUCCESSFUL WOMEN WHO  
HAVE HER BACK



We are delighted to introduce **AMBASSADORS** and the **TALENTS** for this edition, and together we will make a meaningful difference.

- |                                  |    |                                  |
|----------------------------------|----|----------------------------------|
| Annemarie <b>Pot</b>             | 1  | Ana Carolina <b>Mendes</b>       |
| Martine <b>Dubling</b>           | 2  | Pelin <b>Yildirim</b>            |
| Saskia <b>Van de Schoot</b>      | 3  | Mariana <b>Souza</b>             |
| Deniz <b>Akman</b>               | 4  | Sudakshina <b>Ghosh</b>          |
| Beata <b>Wandachowicz-Krason</b> | 5  | Komala <b>Sundaram</b>           |
| Patricia <b>van der Velden</b>   | 6  | Elena <b>Bateneva</b>            |
| Linda <b>van Steenhoven</b>      | 7  | Elena <b>Sokolova Arslan</b>     |
| Eva <b>Wisse</b>                 | 8  | Beril <b>Korkmaz Erdural</b>     |
| Leontine <b>Basch</b>            | 9  | Rajeswari <b>Mulakalapall</b>    |
| Astrid <b>van Helvoort</b>       | 10 | Nivethitha <b>Priyadarshani</b>  |
| Ella <b>Hueting</b>              | 11 | Mamta <b>Bisht</b>               |
| Monique <b>Mols</b>              | 12 | Meagan <b>Macvie</b>             |
| Hilde <b>de Vocht</b>            | 13 | Elif Dilan <b>Sarac</b>          |
| Ilse <b>Wouters</b>              | 14 | Sandra <b>Estrada</b>            |
| Emma <b>Briggs</b>               | 15 | Delaram <b>Ashtari</b>           |
| Susan <b>Opgenoorth</b>          | 16 | María José <b>Estay</b>          |
| Esther <b>Hofstede</b>           | 17 | Ortal <b>Kronman</b>             |
| Ingrid <b>Van Eijndhoven</b>     | 18 | Maria C. <b>Miceli Gonçalves</b> |
| Eva <b>Gutierrez Yañez</b>       | 19 | Jennifer <b>Hassen</b>           |
| Natasja <b>van der Velden</b>    | 20 | Dace <b>Kebzere</b>              |
| Anna <b>Lattanzio</b>            | 21 | Liping <b>Wang</b>               |
| Olha <b>Bondarenko</b>           | 22 | Katarzyna <b>Hejna-Modi</b>      |
| Suzan <b>van Kruijsdijk</b>      | 23 | Nikol <b>Vetronova</b>           |



## ANNEMARIE POT

HR & O Generalist /  
ASML

### MY STORY

*Being in HR, I get to interact with different people who have different perspectives.*

*Every interaction is a learning opportunity for me. I enjoy working closely together with the business and connecting with colleagues from other departments like recruitment and finance to collaborate towards a common goal. Acting as an HR business partner, I use my skills and knowledge and push myself in areas that bring me out of my comfort zone. I like these challenges because they represent an opportunity for growth!*

### AS AN AMBASSADOR

I want to be part of this great initiative to help talented women from the Brainport region to achieve their ambitions and career aspirations. Settling-in a new country is already a challenge, let alone finding a job that you truly love.

By connecting and collaborating together, we will learn from each other and get the best out of ourselves. **We are on this journey together; let's find your dream job!**

- Frontend Development
- Responsive Design
- React.js
- Teamwork
- Problem Solving



## ANA CAROLINA MENDES

Junior Front End Developer

### MY STORY

*I always wanted to work closely with technology and clients. I am delighted when I see a happy customer. That's why I chose to be a front-end developer when I moved to the Netherlands. I want to make a difference in the development team. I have experience with data visualization and web development.*

*I look forward to learning from and contributing to a collaborative team while planning and executing complex projects.*

### MY VISION

Technology feeds my boundless curiosity. I want to find solutions to deliver high-quality tech products, according to the deadlines. I have a vision of taking on people-oriented challenges and giving my best to an international and technical community.





## MARTINE DUBLING

Manager Recruitment /  
Sioux Technologies

### MY STORY

*As the girl between the boys, I grew up in a small town in Fryslân. After achieving my Software Engineering degree, I moved to Eindhoven, a city where high-tech magic happens. I learned about Software & System Engineering and became a proud mom of a beautiful daughter.*

*I passionately share the stories of our technical company and what we do to make the world a little better everyday, so that our children can grow up on a beautiful planet.*

### AS AN AMBASSADOR

I believe that if you want something, you have to go for it. **I think that life will reward you for what you contribute.** Being one of the first women in a management position within our company, I know that this starts with hard work and especially smart work.

**But it is also crucial to be kind and sincere, and then others will help you to make your dreams come true!**

- Research & Development
- Mechanical Engineering
- Interdisciplinary Design
- Problem Solving
- Analytical Thinking



## PELIN YILDIRIM

Mechanical Design Engineer

### MY STORY

*Problems absolutely stimulate me! Searching for novel solutions to new or existing problems is my passion. I love puzzles and logic problems. The analytic mindset shapes the way I work and perceive the world around me. As a mechanical engineer, my main area of interest is mechanical design. I like seeing how an idea turns into an actual product or a process in the end.*

*I have been spending my time in the Netherlands by learning Dutch, volunteering, and creating a network. I am looking forward to my next professional challenge.*

### MY VISION

I aspire to have a career that enables me to continuously learn and develop myself. Alongside my professional career as an engineer, I always look for other ways to give back to the community. **I believe the more I give, the more I get back and become a better version of myself.**

My ultimate ambition is to be on the front lines in creating a better future through technology. My endless curiosity is my best tool and guide for lifelong learning.





## SASKIA VAN DE SCHOOT

*Director New Business / Twice Eindhoven*

### MY STORY

*I love to work in a value-adding and customer-oriented organization; that is my common thread and one of my core values.*

*For me, people are the core of the business. I like to bring light to the opportunities in every challenging situation and to embrace an innovative approach to tackle the problem. Work-life balance is vital for me, and as a mother of two children, I maintain the right balance of two worlds and set an example to them that everything is possible; there is no ceiling, as long as you put action towards your dreams.*

### AS AN AMBASSADOR

I believe it is important for our Brainport region that the local international talent pool is given a platform to advance their skills and contribute to the region's growth. **It is my mission to inspire women to achieve their ambitions.** Furthermore, I want to add value to the region by connecting people and organizations with each other. Let's Connect!

- Process Engineer
- Validation Engineer
- Pharma
- GMP
- Research & Development



## MARIANA SOUZA

*Process Engineer*

### MY STORY

*I love fixing problems!*

*As a chemical engineer, my focus is on processes - whatever the process may be. I like to know how things work, whether it's 3D printing or coffee brewing, and I enjoy finding optimal combinations.*

*I worked in pharma and high technology processes for two years and got to learn a lot about GMP and continuous improvement environments. I am inquisitive and am always trying to develop myself.*

### MY VISION

I aspire to contentment, and I am inspired by finding constructive ways to achieve it, both for myself and for others, by influencing the changes necessary to instigate the improvement. To create, support, and build on the process that contributes to a better, more sustainable world, in an environment that values collaboration, communication, and continuous personal development.





## DENIZ AKMAN

*HR Business Partner*

### MY STORY

*What was supposed to be a 2-year plan to study abroad and then return to my native place getting a decent job ended up with me staying 15 years in the Netherlands and transforming myself to an in-between-er-neither here nor there. In the dilemma of calling myself local and in being one. I enjoy every minute of life, with my heart in two different countries.*

*I strongly feel that it is very pivotal to have a clear ethos and commitment to progress your professional and personal life in a new country. My experiences and ability to understand others give me 'an edge' while recruiting international talent.*

### AS AN AMBASSADOR

I have 1st hand experience about what it means to come to the Netherlands and try to build a career. I am excited to join this project with a vision to guide and enable the talents to kickstart their professional network in the region. **If you can't find a tribe, you have to create it!**

- Scrum Master
- Project Lead
- Systems Analyst
- Tester
- Mainframe migration



## SUDAKSHINA GHOSH

*IT Developer & Project Lead*

### MY STORY

*Analytical, Methodical, and having an eye for detail - I guess these words will suitably describe me! I have nearly 12 years of professional experience in software development, systems analysis, and agile project management, developing solutions for world-reputed clients of Banking, Finance, Insurance, and Healthcare industries in IT Service-based organizations.*

*I am a lifelong learner, and I try to continually learn and experiment with new things in my life.*

### MY VISION

I want to utilize my analytical, technical, and project management skills to provide meaningful solutions to the client and positively impact people's lives.

**I aspire to be a women leader and want to empower others to achieve their goals and make a difference!**





**BEATA  
WANDACHOWICZ-KRASON**  
*Director of Supplier Risk Management / Philips*

**MY STORY**

*I'm driven by the impact I can make on individuals, teams, functions, processes, organizations. It all starts from knowing oneself and own passion and purpose, to be able to face any challenge and succeed.*

*In any of my roles, I set new standards, designed processes, and built meaningful solutions by connecting multidisciplinary teams. And as a leader, I consciously adjust my style and aim to inspire and let others grow in their best unique way. So that we can solve complex problems while trusting and relying on one another's diverse skills and giving space for creativity and innovation.*

**AS AN AMBASSADOR**

There is power in connection, especially with regard to women empowerment. **Having the support system to let ambitious women identify ways to realize their talents in a completely new environment is very inspiring in itself.** It can be a life-changing experience for many, and I'm proud to be part of it. I am excited to meet the talents and collaborate with them. Let's connect!

- Project Management
- Process Improvement
- Supply Chain
- Technical Architect
- Customer Experience



**KOMALA  
SUNDARAM**  
*Planning Engineer*

**MY STORY**

*New beginnings brought me to The Netherlands and I have been making conscious efforts to build a door of opportunity by learning Dutch, volunteering and creating a network.*

*An ambitious professional who holds a strong eye for detail and has experience in various roles like planning, project management and technical architect is now looking forward to a second start.*

**MY VISION**

Understanding the bigger picture and being solution-oriented inspires me.

My vision is to work on a meaningful project that develops innovative technological solutions, where I can both contribute and grow.





## PATRICIA VAN DER VELDEN

*Executive support & coach / Philips*

### MY STORY

*Making a difference, that's what inspires me. I believe everybody has the power to succeed.*

***I want to make a difference by helping others realize their full potential and helping them achieve their goals.*** *I have been with Philips for 13 years, before that I worked as a recruitment consultant for seven years.*

*My core value is inclusion, and if I see an opportunity where I can help someone, I will.*

### AS AN AMBASSADOR

I am excited to continue for this edition as well. I am an advocate of bringing equal opportunity to all levels of society, which will positively transform our world.

Each of us has a role to make this happen; **together, we are an undeniable force!** I am happy to be your ambassador, connector, and confidant as you stride towards your goal. Let's get started!

- Research & Development
- Analytical skills
- Biotechnology
- Project management
- Theater Directing



## ELENA BATENEVA

*Researcher in Biotechnology & Theater Director*

### MY STORY

*First of all, I like to create this is a common denominator for both my professional backgrounds: scientific researcher and theater director. I like to initiate projects, to experiment, and to see the results of my work.*

*The development of new products with an immediate impact on human health drove me the most while working in biotechnology. After moving to the Netherlands, I was educated as a theater director for Amateur Arts, now following my dream to create the worlds on stage. I would love to continue my passion in both fields.*

### MY VISION

I am encouraged by the research process: generating new ideas, experimenting, and finding solutions. **I enjoy working with passionate people on the creation of something meaningful,** whether it be a practical genetic test or an abstract theater performance.





**LINDA  
VAN STEENHOVEN**

*Director of education / Summa College*

**MY STORY**

*I have devoted my life to the field of education, whether it was teaching or managing. The realization of knowledge not only sets high demands on the teaching practices, but it is also a challenging educationist. It's a challenge not to experience education as "we must", but to see it as an opportunity, a possibility.*

*I motivate people by doing what is intrinsically meaningful to them, and I stand for collaboration with others.*

**AS AN AMBASSADOR**

I believe it is significant for our Brainport region that talented women are given a platform to advance their skills. **I want to be part of the solution in advancing women in their careers and inspiring them to realize their full potential and power.**

There is nothing more exhilarating to me than collaborating with driven and passionate people. Looking forward to hearing the talent's motivation and goal and to contribute to their journey.

Let's get started!

- Policymaking
- International Relations
- Global Health
- Diversity
- Qualitative Research



**ELENA  
SOKOLOVA ARSLAN**

*Political Science researcher & Educator*

**MY STORY**

*As a political scientist, I am accustomed to thinking about a range of social issues from an academic perspective. I love theorizing, gathering and analyzing data, and leading classroom discussions. However, my field seldom envisions how social problems should be resolved. I see this gap between theory and practice as an opportunity for interdisciplinary collaboration. How, for example, could we apply design thinking tools to create evidence-based, innovative policy solutions?*

***Eindhoven offers a unique space to bring together social science, design, and technical thinking to help solve social problems.***

*I am looking forward to contributing to these projects.*

**MY VISION**

I seek to combine my passion for learning, teaching, research, and writing with designing and implementing innovative policy solutions to address social issues and to build more diverse, inclusive, open communities, and organizations.





## EVA WISSE

Chief of Staff /  
Philips Chief Technology Office

### MY STORY

*Trained as a scientist, of course, I love to innovate: in technology, in new solutions that better serve customer's needs, in new ways of doing things more effectively. Driving change and finding ways to take people along on the change journey has become a constant factor by now.*

*But I also discovered throughout my career that building high performing teams by coaching individuals and connecting the parts has become my passion!*

### AS AN AMBASSADOR

One of my core values is equality. Unfortunately, not everyone has the same conditions for success in this world. I hope to contribute via the *Women for Women* program and help these talented, brave women feel welcome and valued in this country, to give them a good start and better opportunities to reach their full potential. **This region needs all the talent we can get.** I'm looking forward to working with the talents and starting a mutual learning journey!

- Project officer
- Chemical Engineer
- XRF
- Catalysis
- Surface science



## BERIL KORKMAZ ERDURAL

Project Officer & Chemical Engineer

### MY STORY

*I have always loved learning new knowledge and sharing it with others.*

*All my life, I have found the research and discovery amazing. I started my career as a teaching assistant in the Chemical engineering department.*

*I have worked in different laboratories in diverse positions. In my last job, I was working as a project management officer.*

*I have experience on both sides of the bench. **Innovation and it's implementation stimulates me!***

### MY VISION

I enjoy working with the team and in a stimulating environment. This keeps me connected to learn new challenges. My vision is to feel the moment and have a positive impact on the world. I am ready to take my place in the Dutch labor market.





## LEONTINE BASCH

*Marketing Communication Professional /  
LB projects*

### MY STORY

*Challenges?! I love them, and they force me to go to the edge. As a marketing communication professional, I determine the course at a strategic level and make sure it is executed at the operational level too. I like to bring light to the opportunities in every challenging situation.*

*My one mantra for growth is to keep on learning new skills; a day without learning is a day wasted. I firmly believe that the essential element of success tends to be grit, and the willingness to react and adapt as you pursue your goals.*

### AS AN AMBASSADOR

The collaboration of passionate people with different backgrounds and perspectives is what makes us strong. That's the power of diversity! My biggest motivation to support the program is to share my knowledge and experience with other women and to learn from them. **I am here to enable others to achieve their goals, and every talent is unique in their way.** With my extensive network, I can help you find your way around. Let's get started!

- Experimental Physics
- Testing
- Data Analysis
- Researcher
- Python



## RAJESWARI MULAKALAPALLI

*Researcher in physics & Software Tester*

### MY STORY

*Experimenting and learning new things always excites me. To quench my thirst for knowledge, I did my Ph.D. and worked as a researcher in interdisciplinary sciences. I am specialized in designing, calibrating, testing, and conducting experiments and analyzing the data.*

*I like learning new things. I learned software testing (ISTQB certified) and worked in an Eindhoven based startup.*

### MY VISION

I want to use my technical skills, research experience, and software testing capability in innovative technology companies. **I believe that meaningful innovation will have an impact on society and benefit for the betterment of people's lives.** I would like to have a career where I can use my skills and also learn new things (*soft and technical*) and grow in my professional career.





## ASTRID VAN HELVOORT

*Director Business Development / Aon*

### MY STORY

*Working with people who have a passion for what they do inspires me, and I want to create conditions that enable them to thrive. I firmly believe that true collaboration means embracing the diversity of thought, and the different ways people think, act, and innovate.*

*I look for opportunities and try to find new solutions to existing challenges. My mantra is to connect with people and to interact with them in a way that encourages them.*

### AS AN AMBASSADOR

One of the things I find most inspiring is people openly supporting and lifting each other. I am a supporter of a collaborative approach to create professional networking opportunities and platforms for talents. **Alone you go fast, but together you will achieve more!**

- HR administration & operations
- End-to-end recruitment
- Strategic sourcing
- Payroll & benefit administration
- Employee & business relations



## NIVETHITHA PRIYADARSHANI

*HR & Recruitment professional*

### MY STORY

*I love working with people and find satisfaction in helping them. Since the start, I have always been driven to create conditions that enable others to thrive. Over the years, I have worked in Human Resources and assisted in hiring the best talents from/for start-ups to Fortune 500 companies from the field of healthcare, insurance, and manufacturing industries.*

*I have been making conscious efforts to build a door of opportunity in the Netherlands by working on projects, learning Dutch, and building a relevant network.*

### MY VISION

I want to channelize my energy in building an inclusive ecosystem where we foster collaboration and communication. **I strongly believe that people are at the core of the business.**

My vision is to become an entrepreneur, mostly in the HR consulting or event management field, and at present, finding a job in my domain will be a big headstart for me in the Netherlands.





## ELLA HUETING

*Director /  
Fontys School of Engineering*

### MY STORY

*Educating people is a great challenge in my life. I believe that education is the best way to emancipate people and help them live an independent life. Everybody has to adapt to unexpected circumstances; developing skills to adapt to new situations is underestimated.*

**Just look at what happens right now with the Coronavirus—learning every day.** *A growth mindset (Carol Dweck) in a lifelong kindergarten (Mitch Resnick) is my motto.*

### AS AN AMBASSADOR

I think the *Women for Women* program is an excellent platform for women to develop a network in the Brainport. Because of my work, I have a great network in the region, not only in my field of work but also in others. I would love to share my network with other women.

As I am working in education, and I know a lot about how education is organized in The Netherlands, which can also be useful for women with children. Let's Connect, and make a meaningful difference!

- Employee Engagement
- Talent Acquisition
- Retention
- Performance Management
- Diversity & Inclusion



## MAMTA BISHT

*HR Professional with a focus on  
Employee Engagement & Development*

### MY STORY

*Digitizing employee records, driving induction programs, implementing the best-in-class HRMS systems, and engaging high-performing development teams are accomplishments that I look at with pride! My 14 years of Human resources experience have been fun-filled, challenging, and rewarding, and I won't trade a minute of those years for anything else!*

*The journey has been nothing short of amazing for someone who graduated out of commerce and ventured into human resources, not knowing what to expect. I work hard and value every piece of work and relationship that I have at work.*

### MY VISION

I am a solution-oriented and pragmatic professional with a passion for creating excellent employee experience, which results in better business outcomes. My vision is to become a strategic HR business partner in a multicultural and multigenerational workplace, where I channelize my energy in building an inclusive ecosystem where we foster collaboration and communication.

**Even on your worst day, make an effort to smile and engage with your employees; that mindset is contagious.**





## MONIQUE MOLS

*Head of corporate communications /  
ASML*

### MY STORY

*I am fortunate to do what I like most and to work with people who teach me something new every day. During my career, I have worked in interesting companies that allowed me to become part of their history. I enjoy being part of something that is so much bigger than myself. The high-tech world of Brainport fascinates me, even if I am not an engineer myself. It is all about collaboration, exchanging ideas, and challenging the status quo. I enjoy exploring new things, not knowing where it will lead me, but trusting it will be exciting and challenging.*

### AS AN AMBASSADOR

The Brainport community is welcoming and full of opportunities. It is an excellent network of people and organizations. However, it is not always easy to know where to start. **This region needs lots of talented women. Let's make them visible.** So if you are ready to step out of your comfort zone and share your vision, I have all ears - let us connect and make a meaningful difference!

- Strategic Communications
- Storytelling
- Stakeholder Collaboration
- Strategic Planning
- Change Management



## MEAGAN MACVIE

*Strategic Communications with  
a focus on Executive Leadership*

### MY STORY

*I thrive in complex environments. The challenge of translating complicated ideas into clear language excites me the way some people love Sudoku. I'm curious about the world and passionate about people, eager to experience and learn new things. I'm most engaged when I feel valued and respected, and when I'm collaborating with, teaming with, supporting, coaching, and managing people. I believe that the joy of growth comes when we connect, collaborate, and appreciate others without any pre-biases.*

### MY VISION

Doing good in the world matters to me. Helping ensure my daughter will enter a world that allows her to live up to her full potential. **I care about making ideas actionable, not just talking about concepts, but being part of a team that makes ideas real in the world.**

I want to work in a creative environment where we strive to achieve our organizational mission and vision. I want to feel challenged. To learn new things. To be changed and expanded a little bit every day, and maybe change and expand the world around me.





## HILDE DE VOCHT

*Marketing & Communications Director /  
High Tech Campus*

### MY STORY

*I'm a real marketing woman and I love my workplace High Tech Campus Eindhoven. It's such a blessing to meet new people every day, to make interesting connections, and to come up with new ideas to help High Tech City Eindhoven to be more visible national and international.*

*My mantra is to connect with people and to interact with them in a way that emboldens them.*

### AS AN AMBASSADOR

I am delighted to be back on this edition as well. **There is nothing more exhilarating to me than collaborating with driven and passionate people.**

I am looking forward to understanding the talents, motivation, and goal and to contribute to your journey. I can offer networking opportunities (*think about meetings and events*) to other people, in the domains of tech- nology, business, social, and sports.

So let's connect!

- Marketing strategy
- Brand management
- Digital marketing
- Lead generation marketing
- Content marketing



## ELIF DILAN SARAC

*Marketing Manager*

### MY STORY

*Brands matter. They have personalities, stories, and things to tell, like us. My passion is to combine these stories with outstanding strategies to create a flawless bridge between a brand and its customers. For this purpose, while I was nurturing myself with my International Marketing Master's degree and Consumer Behaviour Research, I tried to add touchstones to my professional life with several challenges and successes in both B2B and B2C sectors.*

*I have successfully managed several brands with different scales by creating their marketing strategies, optimizing their budget, and designing their demand and lead generation processes.*

### MY VISION

I am wild about blending a wisely constructed creativity and a provocatively created strategy. The deep understanding of both breakdowns provides me with a unique perspective to handle a variety of complex situations end-to-end.

I aspire to continue my personal development with the responsibilities that I undertake in a motivated team. Standing by an inspiring and transformative brand to unleash my potential in a diverse and open-minded environment is where I want to be.





## ILSE WOUTERS

*Trainer & coach / Ilse Wouters Academy*

### MY STORY

*Twenty years ago, I graduated from Theatre School. I have spent half of my life working as an actress, drama teacher, and trainer. I find it very important to keep learning in life and to focus on self-development.*

*When I turned 40, I decided to follow my dream and started the Ilse Wouters Academy. I provide training in public speaking, pitching, and leadership skills daily. With my unique style, energy, and enthusiasm, I encourage everybody to reach their full potential.*

### AS AN AMBASSADOR

As a trainer and entrepreneur, I am always interested in human behavior, personal presentation, and the power of self-confidence. With this project, **I would like to help and encourage women to reach their full potential.** Let's get started!

- Architectural Design
- Urban Design
- Design Thinking
- 3D Visualization
- Project Development



## SANDRA ESTRADA

*Architect & Urban Designer*

### MY STORY

*Improving our environment is my passion. As an architect and urban designer, I'm driven by sustainable and social development. I see myself as a problem-solver with strong conceptual and analytical thinking skills.*

*I have worked in multidisciplinary teams, developing various architectural and urban projects at different scales: from private housing to master plans for (new) neighborhoods.*

*As an assistant professor, I have taught hundreds of architectural students in 'Urbanism' and 'Architectural Design Workshop' courses at 2 universities.*

### MY VISION

I believe the Brainport region is a great platform for innovative projects to which I am eager to collaborate. I want to be part of the solution, contributing my skills and knowledge to more sustainable development of our built environment. My strength lies in translating users' needs into high-quality (*public*) spaces and innovative designs, oriented to solve problems and to improve quality of life. Looking forward to creating meaningful connections and to learn from ambassadors and talents!





## EMMA BRIGGS

Senior acquisition officer /  
Gemeente Eindhoven

### MY STORY

*I grew up as an expat child and being the only child with a foreign background, the only teenager who could speak English fluently at middle school. **From my life experiences, I can say that home is any place where you are comfortable, welcomed, and feel as if you can be yourself.***

*My job is about approaching, meeting, and connecting people. I am an experienced networker with top connections in the retail and F&B business, public sector, and real estate. Watching something tangible emerge from a successful match is something that will never tire me.*

### AS AN AMBASSADOR

I believe in the endless potential, the power of connection, and collaboration to achieve great results. It is essential for our Brainport region that talented women are given a platform to advance their skills. I am looking forward to interacting with International talent and supporting them with their professional networking. Let's connect and make a meaningful difference!

- Urban Renovation
- Participatory Planning
- Gamification
- Smart Cities
- GIS



## DELARAM ASHTARI

Urban Designer with focus on  
Local Participation

### MY STORY

*Concerned about social issues, passionate for visual arts, and talented in mathematics, these three characteristics have motivated me to become a researcher/practitioner in urban design and have helped me succeed in this way.*

*I received my Ph.D. before turning 30, with ample experience in different roles, from academic scholar and lecturer to professional designer and planner. As an expert in urban regeneration and participatory planning, I focus on using smart technologies to provide vibrant spaces for citizens to shape dialogues, performances, experiences, and memories and make urban life pleasant and efficient.*

### MY VISION

**I believe urban designers should not only facilitate citizens' everyday life but also empower them to be continuously involved in design processes.** The strong link between research and practice and the massive investment in the 'smart cities' concept make the Netherlands a great platform to fulfill my ambition to develop innovative participatory tools. I am eager to utilize a combination of my creative mind, analytical skills, and a collaborative approach to creating inclusive urban environments.





**SUSAN  
OPGENOORTH**  
*HR Advisor / Tu/e*

**MY STORY**

*Be industrious in everything you do; that's the mantra that drives me. I entered the labor market at a very young age and learned very early to be relentlessly proactive, identify challenges and solve them. My journey gave me the insight that you can grow beyond your boundaries. I went to study next to my work, and since then, I have been able to develop myself enormously, not only in practice but also as a person.*

*I wish all women in the world the same development opportunities!*

**AS AN AMBASSADOR**

It is my mission to make women aware of their potential.

**I strive for a society in which women have the opportunity to make maximum use of their talents.** I support this project because it breaks all barriers that limit the talent to excel by creating networking opportunities and platforms. So if you are ready to step out of your comfort zone, and share your vision, I have all ears - let's connect, and make a meaningful difference!

- Agriculture
- Technology
- Quality control
- Sales
- Seed production



**MARÍA JOSÉ ESTAY**  
*Agricultural Engineer focussed on innovation in food production*

**MY STORY**

*Since I was young, I have thought about the increasing demand for food in the world. Coming from Chile, I grew up in a country where farming is next to a necessity, also big business. These days we experience water and soil issues, droughts, and increasing prices due to exports. My primary motivation is to be part of the solution to solve challenges like these.*

*I have experience in hydroponic and aquaponic production, worked for startups in agribusiness, and have experience in seed production at Bayer and the Chilean Agricultural Service.*

**MY VISION**

I like to use my problem solving, creative, and social skills to help people obtain sustainable and affordable food with innovative food production solutions.

I am eager to learn and contribute to the Dutch Agriculture and channel my energy to find sustainable solutions to the social and ecological challenges faced in this sector.





## ESTHER HOFSTEDE

*Founder & managing director /  
Samen voor Eindhoven*

### MY STORY

*After 10 years in the corporate world, I searched for purpose and asked myself: how can I share my talent for good?*

*So I quit my job and went for a sabbatical to Guatemala. That was a transformational experience. Since then, I have found my passion: to connect people of 'two worlds'-corporate and social - because they have each other so much to offer.*

*It creates empathy and an understanding of the social issues we face in the world. I always have new ideas, and I am a very positive person.*

### AS AN AMBASSADOR

One of the things I find most inspiring is people openly supporting and lifting each other. I am a supporter of a collaborative approach to create professional networking opportunities and platforms for talents. I would like to meet you and see what your talent and your dream is. Let's make it happen together!

- Responsible
- Problem solving
- Empathy
- Convincing
- Reliable



## ORTAL KRONMAN

*Social Worker and team lead*

### MY STORY

*People and people's dynamics fascinate and challenge me. It was only natural for me to become a social worker and complete my Masters at Immigration and social integration. I'm the kind of expat that knew exactly what I'm getting myself into. My guiding light is the belief that you can make a difference. I have taken an active part for many years in an NGO, providing for sectors that are on the margins of society.*

*Solving problems in a tailor and unique way is what I excel at. Working in a multi-professional team while protecting my clients' rights has been a part of my day-to-day life. **It made me come to the belief that a society is only as strong as its weakest links.***

### MY VISION

Our world is a small village; never has this phrase felt so true and relevant as in these past years. I see myself integrating in a company that represents this vision of multiculturalism, celebrating diversity, and making an active change from the ground up. I bring with me a fresh and out-of-the-box way of looking at challenges, always with a solution-oriented and optimistic spirit.





## INGRID VAN EIJDHOVEN

*Director / Helder. havo/vwo*

### MY STORY

*The realization of education not only sets high demands on the teaching staff, but it is also a challenge for me as a school leader. As a team, we are responsible for the implementation of education. It's a challenge not to experience education as "we must", but to see it as an opportunity, a possibility. I motivate people by doing what is intrinsically meaningful to them, and I stand for collaboration with others. Constant change requires reflection on your performance, knowledge, management method, and development.*

### AS AN AMBASSADOR

By meeting, getting to know each other, we can make the first step on the path that leads us to the next destination. By stepping the stones together, getting explained the Dutch way of living, I think our common goal will become near faster. I want to make a contribution to the goal of getting spouses to feel more than just welcome and accepted but also needed because of their talent, job experience, education. **1 plus 1 makes more than 2**

- ABA therapy
- Psychological assessment
- Behavior psychology
- Cognitive psychology



## MARIA C. MICELI GONÇALVES

*Behavioral psychologist therapy for children with ASD*

### MY STORY

*People's development and the human mind inspires me. Since I started college, I have been looking to deepen my knowledge in this area. After some time working with adults, I had the opportunity to work with children, and then I discovered a passion. I did my master's degree in behavior and cognition, and I have four years of experience in assisting children with developmental issues and an autism spectrum disorder (ASD).*

### MY VISION

I would not only like to use my expertise to assist international families in the process of adapting to the Netherlands but also to learn about the Dutch education system for children with ASD. I want to contribute by working on guidelines and ideas on how to adapt and enable the environment to tune in better and meet the concerned person's needs. For me, it is deeply rewarding to get to see the world from a perspective that is different from my own.





**EVA  
GUTIERREZ YAÑEZ**  
HRM Advisor / Heliox

**MY STORY**

*I like the fact that no day or situation is ever the same and that I get to work with various people from different departments, and together, we successfully collaborate and create value for the organization and the people.*

*My affinity with HR enables me to adapt to new structures quickly. Integrity, empathy, result-oriented, decisive, flexible, and enterprising are qualities that describe me well. Clients appreciate my respect for deadlines and my proactive attitude.*

**AS AN AMBASSADOR**

It is an honor to inspire women to achieve their ambitions. It is essential for our Brainport region that talented women are given a platform to advance their skills.

**Everything is possible if you want so!**

- Teaching
- Teamwork
- Administration
- Organization
- Coaching



**JENNIFER  
HASSEN**  
Educator & Support Specialist

**MY STORY**

*As a person who has wide interests and is proficient in more than one field, it has been challenging to pin down one thing I wanted to do. As a result, I have done many different things.*

*I have experience in teaching, research, and administrative assistance. I suppose the common thread has been helping other people to achieve their goals. I am a solution-oriented and pragmatic profession with a passion for making a difference.*

*Since I have been in the Netherlands, I have been focused on learning Dutch and volunteering with VluchtelingWerk. I am exploring new directions and trying to figure out what I want to do next.*

**MY VISION**

My vision for myself is to work in something that I find meaningful and contribute to a more significant cause.

I love sharing knowledge with others and learning new things from them. I am eager to expand my work-life network in an international and interdisciplinary environment where I can gain understanding, share experiences, and open dialogue with new communities.





## NATASJA VAN DER VELDEN

*Social Influencer & Executive Assistant / Studyportals*

### MY STORY

*Just like many of you, I've also experienced challenges abroad and learned how to use this to develop myself and to grow. I have always felt the desire to broaden my horizons and to discover other cultures.*

*I've been organizing various activities to assist Internationals to feel at home in the new environment. In that respect, I've spearheaded the International Festival and established The Hub 2.0. Having realized these goals, I'm thrilled that I'm able to combine all the above in my present role at Studyportals, the global marketplace for Higher Education.*

### AS AN AMBASSADOR

I am ecstatic to continue as an Ambassador for this edition as well and to share this space with other empowering women, with a mission to make a positive impact on others lives. Helping people find their way makes me happy! **I always follow my gut feeling, and by using my creativity, I can make things happen!**

- Persistent
- Passionate
- Confident
- Self-Motivated
- Ambitious



## DACE KEBZERE

*Organisation Management with high interest in the field of Finance*

### MY STORY

*I'm a multipotentialite - I learn quickly and can learn practically anything. I am good with numbers, calculations, and project management skills; reverse engineering plans naturally come to me. I am business minded with a particular interest in the field of Finance. I am determined to push my limits and achieve everything I set my mind to, and currently, I am at the start of the road of my career looking for an opportunity to prove myself.*

### MY VISION

I aspire to be a valued and respected professional in a field where I can thrive, prove my natural abilities, and have unlimited growth opportunities.

I envision myself providing an insightful and out-of-the-box input in a company which still has plenty of potential (*such as a start-up*) and eventually grows alongside it.





## ANNA LATTANZIO

*Customer support Supervisor / Fluke EMEA*

### MY STORY

*I moved to Eindhoven a few years back, and I know how laborious it is to restart in a new place but achievable if you stay focused, determined, and surround yourself with great people. I am a proud mother, and I want to set the right example that everything is possible; there is no ceiling, as long as you put action towards your dreams.*

*During my career, I had opportunities to work on several side projects with the different departments, and this helped me to improve my strategic, analytical, and project management skills, which are now my strength. **Motivation, flexibility, and a pinch of creativity make everything happen!***

### AS AN AMBASSADOR

It is my mission to inspire women to achieve their ambitions. There are no limits to what one can accomplish if genuinely motivated. It all starts with a bright idea, collaborating with the right people, and giving it everything you have to achieve your goal. And the last ingredient is having fun!

- Office automation management
- Sales
- Chinese teacher
- Secretary
- Law



## LIPING WANG

*Creative office manager*

### MY STORY

*I'm driven by adapting and improving situations. I was supposed to be a lawyer in China, but life had different plans. I am a life-long learner and am continually trying to develop myself. After staying in the Netherlands for 12 years with my family, I am developing myself into a different professional. I have broad experience in teaching Chinese, sales, and office administration, and I'm ready to dive into a new professional opportunity.*

### MY VISION

My vision is to take the next step in my career with lots of learning opportunities and growth. **I enjoy working with the team in a creative environment where I can contribute and grow.** I am eager to expand my professional network. I aspire to use my passion to explore my new career.





## OLHA BONDARENKO

*Strategic advisor / Municipality of Eindhoven*

### MY STORY

*I am a former journalist who gets fascinated with technology and its impact on our lives. A few years ago, I was delighted to join the municipality, where I can contribute to the ecosystem directly!*

*I spend most of my time helping people understand what technology means for them and for their business. I get inspired by people and their positive and proactive attitude. **I believe everything is possible with the right mindset!***

### AS AN AMBASSADOR

I am a former journalist who gets fascinated with technology and its impact on our lives. A few years ago, I was delighted to join the municipality, where I can contribute to the ecosystem directly! I spend most of my time helping people understand what technology means for them and for their business. I get inspired by people and their positive and proactive attitude. I believe everything is possible with the right mindset!

- Investigative Journalist
- Researcher
- Coordinator
- Organizer
- Reportage Maker



## KATARZYNA HEJNA-MODI

*Journalist & Event Coordinator*

### MY STORY

*Journalism is my passion! I believe it is crucial to have fun at what you do, which enables us to achieve better results. Telling stories about people whose voices need to be heard triggers me to become a better investigative journalist.*

*Having reported on critical issues such as modern-day slave trade, the refugee crisis, LGBTQ rights and climate change for the past 10 years via TV and press has not only given me glasses to see the world with a unique perspective but has also intensified my knowledge about the current geopolitical situation and its impact on people.*

### MY VISION

Alongside my professional career as a Journalist, I have been involved with an NGO. **I am deeply inspired by people who try to make a change and who have the tenacity to face challenges by finding solutions to problems.** I truly believe that empathy, kindness, and patience is the key to making the world a better place. My vision for myself is to be able to work in something that I find meaningful and contribute to a more significant cause.





## SUZAN VAN KRUIJSDIJK

Senior Organizational Development Analyst / ASML

### MY STORY

*I am passionate about HR's added value to a company; investing in your employees is key to keeping your company healthy. Already during my HR studies, I experienced room for improvement to enable HR to be more of a strategic and active business partner, rather than supportive and reactive. HR needs to be supported by facts and figures to make more use of data-driven decision making. That is where I want to contribute and why I ended up studying both HR and Data Science. In my daily work, I love to combine these skills, which also contribute to work according to my authentic, transparent, and trustworthy values.*

### AS AN AMBASSADOR

**I want to contribute to a platform that supports women in becoming more visible, and that invests in becoming the best version of yourself.** I genuinely believe everyone should be getting equal chances and be able to do what you do best and what makes you the happiest. Participating in this platform as an ambassador, meeting the talents, and building on a network of all talented women is a great honor and tremendous opportunity to support each other in reaching everyone's own full potential.

*#BeWhoYouAre #NeverStopLearning*

- Office Management
- Administration
- Event Management
- Coordination
- Volunteering



## NIKOL VETRONOVA

Office Administrator & Event Coordinator

### MY STORY

*I have experience in different fields ranging from human resources and office administration to event management and market research.*

*I love organizing events and connecting people from various industries together. I left my corporate position to move back to the Netherlands in search of new opportunities that create a positive impact on local communities.*

*I am now the office manager and coordinator of Manifestations, an annual Art & Tech festival in Eindhoven, making art accessible to a broader audience outside of the "art bubble."*

### MY VISION

I want to be part of an environment where I can grow professionally and personally with open-minded and creative people. I aspire to contentment, and I am inspired by finding constructive ways to achieve it, both for myself and for others.

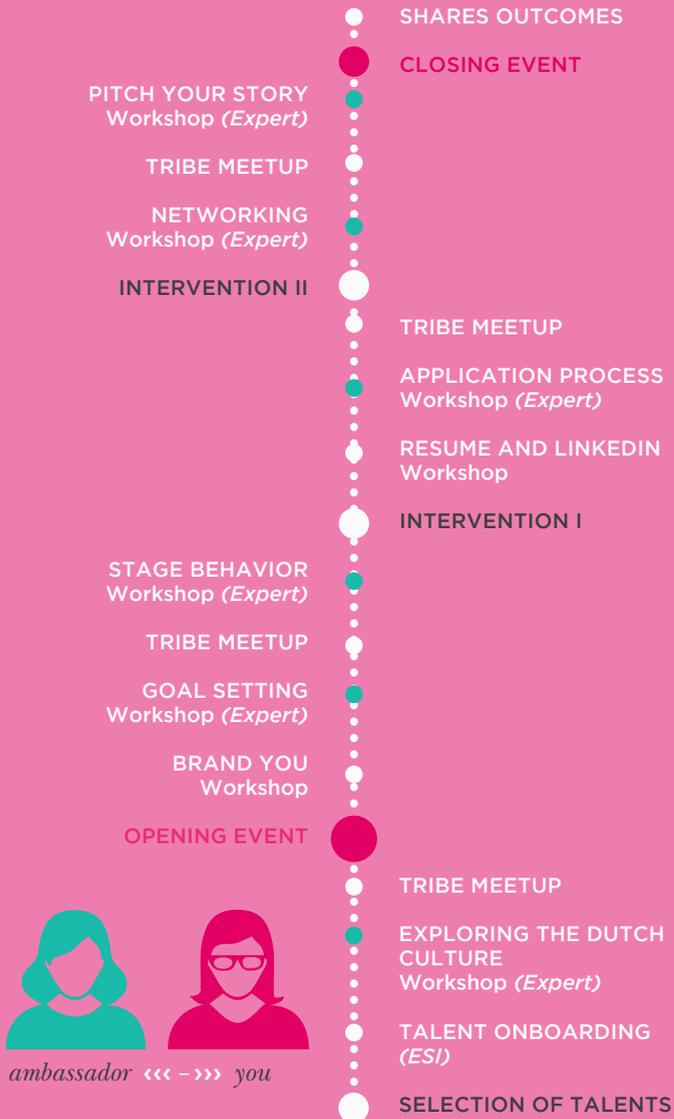
**I am open to new opportunities and look forward to creating meaningful difference and connections through the program!**



## RESOURCE GUIDELINE FOR TALENTS

Each **Talent** is encouraged to think and act out of the box to maximize the outcome for themselves and the program.

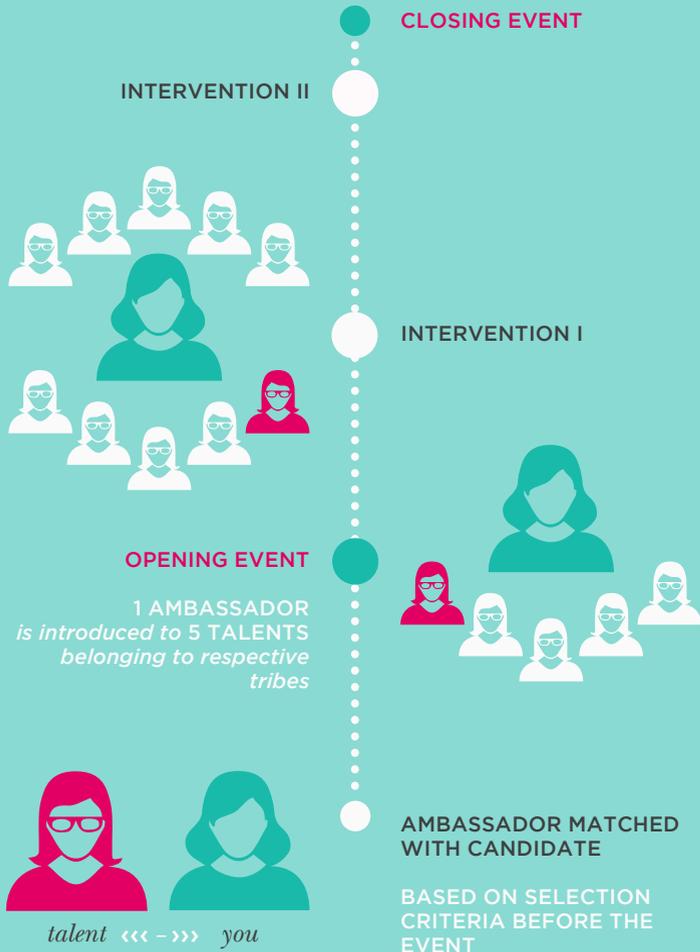
- Have a strong motivation and co-operation throughout the program.
- Take actions to define your Career vision canvass.
- Prepare for one-to-one interactions and meetings with questions, and the status of career goals.
- Be open to receiving constructive feedback and creative suggestions.
- Take steps outside of meetings to reach goals.
- Touch base regularly to keep connected throughout the program.
- Share updates on previously discussed actions, changes in goals and circumstances, etc.
- Respond promptly in respect of the Ambassador's and organizing team's time and effort.



## RESOURCE GUIDELINE FOR AMBASSADOR

Each **Ambassador** is encouraged to invest meaningfully to empower the talents during the program.

- Provide contacts and networks to further personal and professional development.
- Open up the network that will support the talent in achieving their goals.
- Provide an outside perspective and help by sharing their own experience of both failures and successes.
- Support the Talent to shape vision canvas and develop action strategies.
- Give friendly, unbiased support and guidance. Take into account cultural differences that may lead to miscommunication.
- Facilitate decision making by suggesting alternatives based on personal experience.
- Inspire the Talents to realize their potential.



PHASE 1	PHASE 2	PHASE 3	PHASE 4
<b>PERSONAL VISION &amp; DUTCH CULTURE</b> <i>(Gain Clarity &amp; Adapt Locally)</i>	<b>CAREER GOALS &amp; STORYTELLING</b> <i>(Set Goals &amp; Tell your story)</i>	<b>CAREER TOOLKIT</b> <i>(Get ready for the Dutch labor market)</i>	<b>NETWORKING</b> <i>(Getting connected)</i>
16:00-18:00	16:00-18:00	16:00-18:00	16:00-18:00
<b>Talent Onboarding</b> <b>1 September</b>	<b>Brand You WORKSHOP</b> <b>17 September</b>	<b>Resume &amp; LinkedIn WORKSHOP</b> <b>13 October</b>	<b>Networking WORKSHOP</b> <b>10 November</b>
<b>Tribes Meetup</b> <b>8 September</b>	<b>Goal Setting WORKSHOP</b> <b>23 September</b>	<b>Application Process WORKSHOP</b> <b>22 October</b>	<b>Tribes Meetup</b>
<b>Exploring the Dutch Culture WORKSHOP</b> <b>10 September</b>	<b>Tribes Meetup</b>	<b>Pitch your story WORKSHOP</b> <b>3 December</b>	
	<b>Stage behavior WORKSHOP</b> <b>29 September</b>	<b>Tribes Meetup</b>	
	<b>Digital follow up</b> <b>1/6 October</b>	<b>Digital follow up</b> <b>27/29 October</b>	
<b>OPENING EVENT</b>	<b>INTERVENTION I</b>	<b>INTERVENTION II</b>	<b>CLOSING EVENT</b>
<b>15 September</b> 16:00-18:00	<b>8 October</b> 16:00-18:00	<b>5 November</b> 16:00-18:00	<b>8 December</b> 16:00-18:00

## LEAPING TOWARDS TO GOAL

The Talent trajectory is designed with thematic sessions in between consecutive events, to sharpen the talents questions / requests towards the ambassadors, in the upcoming event.

First, of the two-step process, each time will identify a particular challenge, and the second session will work on converting the challenge into an action plan which they will put forward.

The sessions will be broadly themed on *The Four Gaps* to give a structure and will always be in teams to make the most of each other's knowledge, experience, and empathy for the project.



Expatriate Spouses Initiative **CONNECTS, ACCELERATES & EMPOWER** the Talents towards the Dutch labor market with our focused offerings during the program

### Theme-centered Interaction (TCI)

We intentionally work with the community in teams, to nurture community network and peer support but also focus on action.

The methodology we use, **Theme-centered-interaction**, is popular in a range of applications from management to primary education.

The method focuses on intrinsic motivation (*I*) while creating a relationship with the team based on a shared motivation (*We*). Interestingly, the outcome is also intrinsic, aligned with individual and shared goals.

Therefore, instead of creating empathy to help each other, you and the team benefit by empathizing with and working on the common theme/project (*IT*), making the output multifold.



## COMBAT THE FOUR MARKET GAPS

While the **'Professional Empowerment Program'** helps introspect and identify career setbacks individually, it may not be sufficient to address *'market gaps'* of seeking the right opportunity Dutch labor market.

We identify four gaps a talent may experience w.r.t the Dutch career landscape viz. A culture gap, career (*skills, competency, experience*) gap, a network gap, and a language gap.

We help talents to both identify the most critical gaps relevant to their career goals and proactively address them.



*career*



*culture*



*language*



*network*



### ED HEERSCHAP

*Program Coordinator Living In  
(City of Eindhoven)*

---

By connecting people and initiatives, Ed co-creates a more international-friendly Eindhoven/Brainport ecosystem.

Ed contributes in building an ecosystem that is more open and responsive towards all talent. With the Living In program for internationals, he especially strengthens Brainport region's efforts to attract and retain international talent.



### KAVITHA VARATHAN

*Founder / CEO  
(Expat Spouses Initiative)*

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Kavitha personally experienced career setbacks in the Netherlands as an accompanying spouse, and set-up Expat Spouses Initiative as a grass-root response to support other international talent.

Today the initiative is the largest international professional network within the Brainport region, she focuses on creating awareness, forging local partnerships, and encouraging action that make an impact.



### RITIKA AGARWALA

*Chief People Officer  
(Expat Spouses Initiative)*

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Ritika has been pivotal in the professional journey of the International talent, by empowering and connecting them closer to the Dutch Labour Market.

She has an impressive background of giving professional training that enables the talent for their next professional opportunity.



### MONTAÑA NIEWEG-MONTERO ALVAREZ

*Project Manager / Economy & Culture  
(City of Eindhoven)*

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Montana serves the city of Eindhoven, with a special focus on economics, labor market, design and event subsidies.

One of her key responsibilities is to establish cooperation between the government and business, which enables her to often create crossover projects that push boundaries.



### LARISSA GUEDES

*HR coordinator & Recruiter  
(Expat Spouses Initiative)*

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Larissa finds it immensely rewarding to contribute to people's development in ways that improve their working and personal lives. As a former talent of the *Women for Women* program, Larissa brings a new perspective to the program.

She uses her professional background and people skills to help our talented community develop their next career steps in the Brainport region.



### ODKA TSEREN

*Community Manager & Enabler  
(Expat Spouses Initiative)*

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Community is the heart of Expat Spouses Initiative - ODKA manages and enables our highly skilled and diverse community of International talent.

Over the years, she has played a pivotal role in facilitating and strengthening ESI's professional community by empathetic and agile way of working.



### SAUMYA PALIWAL

*Marketing & Communications  
(Expat Spouses Initiative)*

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Addressing the challenges with innovative solutions has been the core of what we do - Saumya has built the brand positioning, content, and communication strategy for the organization, with a people - first approach.

In recent years, she led us to several successful programs and campaigns that break through the noise and have driven the change in the ecosystem.



### MARI TOSMIN

*Graphic & Communications Design  
(Expat Spouses Initiative)*

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At Expat Spouses Initiative, Talent and their challenges - are at the center of everything we do, and Mari helps us in reaching out to our community. She thoughtfully translates the complex challenges into clear and compelling visuals solutions.

Her strategic approach has built ESI's brand identity that communicates with emotion and substance to our audience.

## Meaningful Connection, Meaningful Difference

Contact us!

Do you want to collaborate with **Living In Program**, an Initiative of City of Eindhoven & the region, to create an international ecosystem?

[e.heerschap@eindhoven.nl](mailto:e.heerschap@eindhoven.nl)

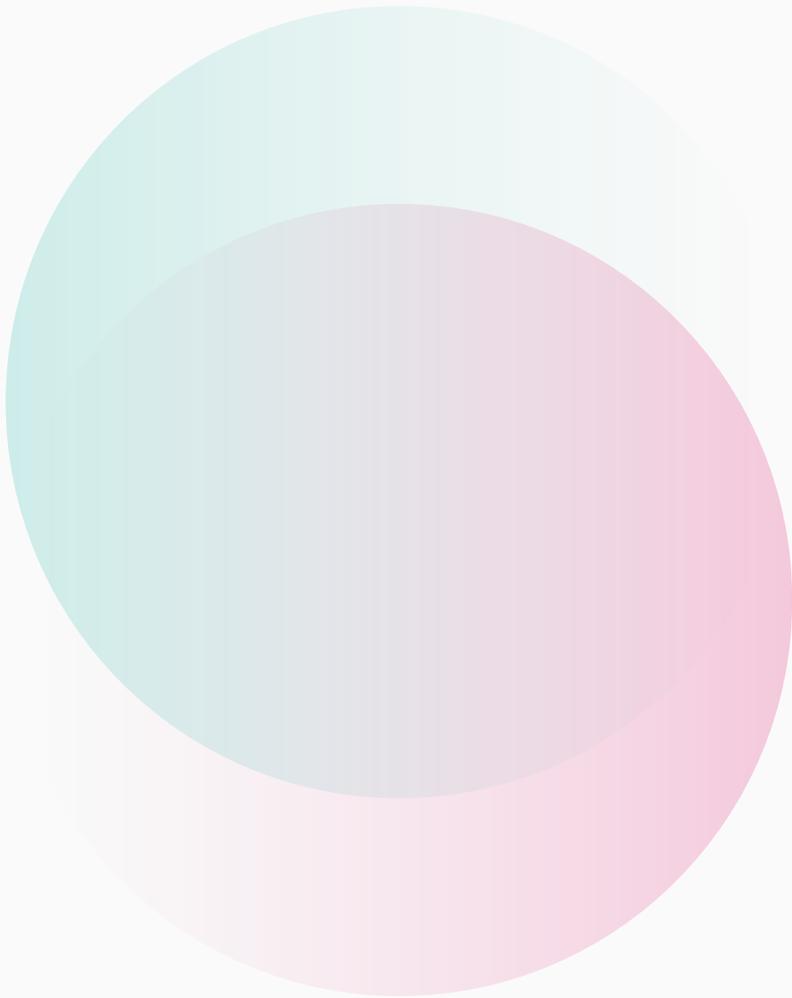
Are you an International Talent looking for a professional opportunity OR a Company keen to build a diverse and inclusive workforce?

Connect with **Expat Spouses Initiative!**

[info@expatspousesinitiative.org](mailto:info@expatspousesinitiative.org)

[www.expatspousesinitiative.org](http://www.expatspousesinitiative.org)

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*for* **WOMEN**

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