



— *stronger together* —

**Edition VIII**

**April 2022**



**LIVING IN**

# WOMEN *for* WOMEN

STRONGER TOGETHER





## 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

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.



**The Women for Women program believes in the power of Networking, Collaboration, and Innovative solutions to improve Diversity and Inclusion.**

The journey of the 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 mobilise 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 eighth edition. We are on a mission to create an inclusive ecosystem in which all individuals (Internationals & Locals) can achieve their potential.



Women for Women program introduces **Twenty two highly skilled international Talents to Twenty two 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?

Many questions will be answered during the next few months.

# The spirit of **TALENT100** program

**TALENT100** will help you navigate your career path successfully, starting from extensive career acceleration programs and talent visibility events.

We understand that your career is often a critical factor in your decision to stay and accept the new host country. The program is a stepping stone for those currently unemployed and ready to re-enter, empowering them to return to work and reintegrate into their previous career path or even a different one. Through this program, we aim to capture their unique experiences and skills and then help them rebuild their career in the southeast Brabant region.

**#TALENT100** program is launched in collaboration with three top changemakers of the Brabant region - presented by Huis naar Werk taking a responsibility to upskill and connect talent across the labour market, realised by Expat Spouses Initiative connecting international talent in the region with local opportunities, in a bottom-up community-driven way and the LivingIn Program (Holland Expat Center South), creating a more international living climate for the Brabant region by emphasising on the human journey of talent migration. We believe an inclusive culture can only happen when it includes everyone, which will enable us to create collaborative and sustainable change in the region for the better.

Together our commitment is to attract, retain, develop and reward diverse talent and provide equitable opportunities for all. A program like **TALENT100** recognizes that there is a big pool of International Talent locally available who have stepped away from the workforce because of relocation and are greatly valuable for future proofing the region and the companies.

**Let's build a future career together!**

”  
**Whenever you feel down, take comfort  
in the fact that your situation is only  
temporary. Be intentional about your  
career growth and come up with a plan.**

**TALENT100**

# Turning International Talent into Local Strength



**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 2500+ 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.

Expatspouses Initiative team can be reached via  
[www.expatspousesinitiative.org](http://www.expatspousesinitiative.org)



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

### Empower Talent vs. Combat Market Gaps



**Everyone is talented, and it is very important that every single talent can participate in, contribute, and add value to our society.**

# Retaining International Talent

LIVING IN

The goal of the **Living In** Program is to retain international talent. Talent is a crucial factor for the province of Brabant and the high-tech Eindhoven Brainport region. The mission of the program is to create an international-friendly ecosystem in which every talent can feel at home and develop.

The Living In program focuses on helping to internationalise SME companies, knowledge institutions, local government, as well as sports and cultural facilities, using the international talent present in the region. In the vision of Living In, (knowledge) migration is a family strategy. That is why the program focuses explicitly not only on the first hire -- who comes to work for the companies and knowledge institutions in the region -- but also on the talent that travels with him/her as a partner.

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.



LivingIn Team can be reached digitally via <https://hollandexpatcenter.com/en/living-in/living-in-team/>

# How can we help?

**HUIS**

**NAAR**

**WERK**

HUIS NAAR WERK .NL

**Huis naar Werk**, an initiative by the regional and national government, is taking a responsibility to upskill and connect invisible talent across the labour market with rising, hard-to-meet talent demand, thereby sustainably driving the economy. Five talent clusters have been identified in the effort, including accompanying partners and spouses. It is a remarkable yet extraordinary ambition, likely to challenge the existing systemic approaches and status quo. Nevertheless, Huis naar Werk is setting themselves up to succeed because their fundamental approach is a simple “How can I help?”

Staying true to that conviction, Huis naar werk envisions to develop talent trajectories together with organisations with focused expertise, rather than reinvent the wheel. Consequently, the programs and interventions to support the accompanying partners & spouses are developed in collaboration with the Expat Spouses Initiative and the LivingIn Program.

Huis Naar Werk is available for all thirteen municipalities in the labour region: Bergeijk, Bladel, Nuenen-Gerwen-Nederwetten, Reusel-de Mierden, Valkenswaard, Waalre, Best, Eersel, Heeze-Leende, Oirschot, Son en Breugel, Veldhoven and Eindhoven.



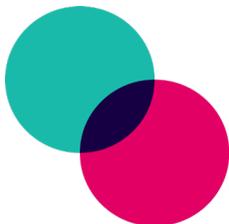
picture retrieved at [huisnaarwerk.nl](https://huisnaarwerk.nl)

People can walk in with a question at the Stadhuisplein in Eindhoven.  
Huis Naar Werk can be reached digitally via [www.huisnaarwerk.nl](https://www.huisnaarwerk.nl).



# Tribes

## 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

We have grouped the talent into four tribes to utilise 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.

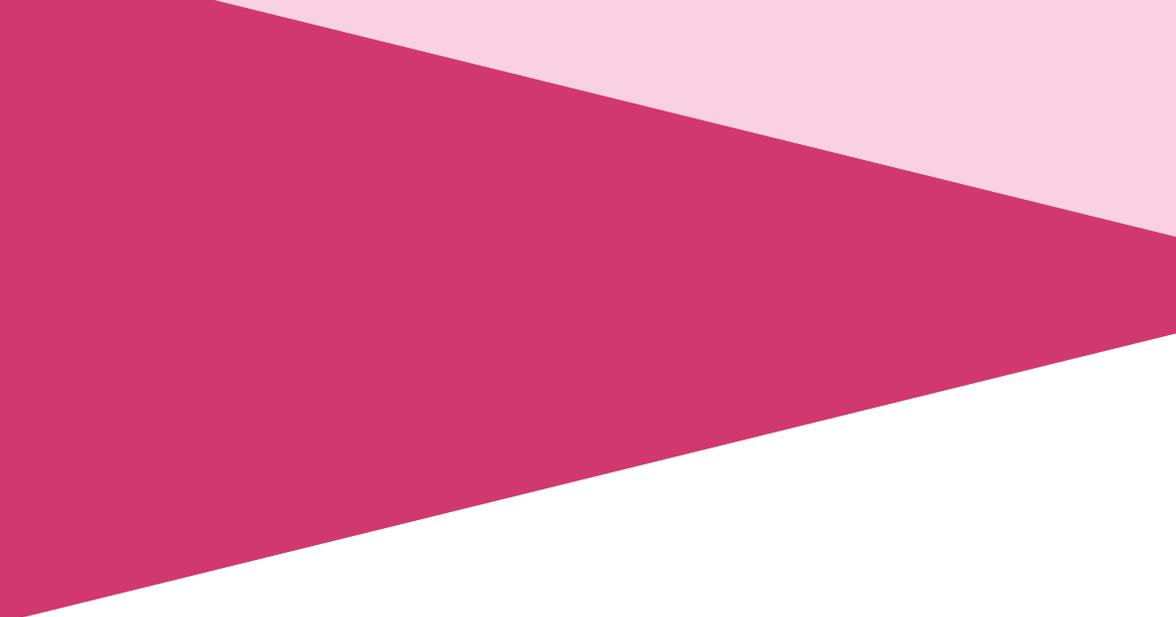
#Don'tTellMeICan't  
#Go-Getters

## 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



Behind every  
successful  
woman is a  
tribe of other  
successful  
women who  
have her back.

We are delighted to introduce the Ambassadors and Talents for this edition, and together we will make a meaningful difference.



Connectors

**AMBASSADOR**

Saskia van der Schoot  
Anique Soetermeer  
Aida Diaz Luque  
Evelyn Janssen  
Esther Peeks  
Mathilde Lageman

**TALENT**

*Ezgi Mermer*  
*Janie van Wyck*  
*Divya Gupta*  
*Tricia Yee Vasquez*  
*Meagin van der Westhuizen*  
*Tonya Skorova*



Game Changers

Nastasja van der Velden  
Wikke Peters  
Angelique Bellemakers  
Lidy Lathouwers  
Mira Dreesen

*Aleksandra Arenina*  
*Kristie Moolenaar*  
*Brisila Martínez*  
*Briana Mabson*  
*Viktoriiia Belskaia*



Go-Getters

Christelle Le Cam  
Sanne Cuijten  
Nur Engin  
Deniz Akman  
Betsy Lindsey

*Mariana Mirian Da Silva*  
*RaviMitra Yenumula*  
*Saipriyanga Suresh*  
*Shivangi Rai*  
*Marta Martinez Moro*



Innovators

Ella Hueting  
Elaine Mckinney  
Alina Totti  
Judith van Kaathoven  
Cindy Zhao  
Debby Bastiaansen

*Elisavet Lada*  
*Sangeetha Joseph*  
*Apoorva Aravind Kumar*  
*Tabita Pasca*  
*Juliana Lara Santos de Moraes*  
*Nusrat Malik*



## Saskia Van de Schoot

Director

### My story

I love to work in a value-adding and customer-oriented organisation; 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 organisations with each other. Let's Connect!

[#HelpingPeopleAndBrainportGrow](#) [#CollaborateForGrowth](#)

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**Ezgi Mermer**  
Sales Development Specialist

### **My story**

The opportunity to improve things is the first thing I look for in any job description. I have a deep motivation to do everything in a productive and agile way, both in my business and personal life. This attitude encourages me to try first in all areas of life and see the results. The second thing that motivates me is to improve myself. I am driven, with an entrepreneurial spirit, and passionate about learning new things and efficiency.

### **My Vision**

I am an absolute team player and like to achieve things with my team/colleagues; and have always enjoyed working in multinational environments

and feeling at home, connecting with colleagues from different countries and organisations. I am continuously looking for ways to improve and invest time in my professional development. In this way, I can contribute more effectively to my team's success. By using and sharing my expertise, I forecast and fulfil the upcoming needs of the team and the business, which eventually could result in better productivity in the workplace.

### **Key Skills**

Result-oriented, Sales, Process Optimization, Agile, Relationship Management



## Anique Soetermeer

Analytical and emphatic Business Coach SoeterMEER

### My story

Change management is a common theme throughout my career and continues to be a passion: developing organisations, supporting teams in their development, and strengthening personal leadership. I am a true business coach and add value by converting change ambitions into workable plans. I am also an entrepreneur and have founded several companies. I have a no-nonsense mentality, have a genuine interest in people, and love getting things done. For me, work-life balance is essential - it is about integrating my values, roles, and priorities into my identity. I am a sporty Burgundian, a

great enthusiast of walking, cycling, and being active in nature.

### As an Ambassador

I really believe in building a professional sisterhood where women share stories, help each other, work together, and encourage each other because we can achieve so much more together. Making a difference that's what inspires me. 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!

[#DevelopmentIsConsistent](#) [#ChangeForGrowth](#)



## Janie van Wyck

HR with a focus on Recruitment and Integration

### 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. Being South African and a nature enthusiast, I find my inspiration in Honey Badger because of its pure grit, determination, and persistence. It is incredible what you can achieve with those qualities, especially when the road is not always smooth and easy. I am a solution-oriented and pragmatic professional with a passion for communicating with all levels. I love working with people towards achieving a common goal and cause.

### My Vision

I want to channelize my energy into building an inclusive ecosystem where we foster collaboration and communication. I firmly believe that people are at the core of the business. I am passionate about improving people's lives on a practical level, and helping people become all they can be. I would enjoy working for a company that not only achieves the bottom line but also makes a positive impact in their communities.

### Key Skills

Human Resources, Recruitment, Employee and Business relations, Strategic Sourcing, Diversity & Inclusion



## Aida Diaz Luque

Commercial Services Manager & Entrepreneur DAF

### My story

Everything I do, I do it with motivation and full of positive energy!

I left my country 10 years ago looking for opportunities without speaking a language other than Spanish. After many challenges, 3 different countries, and good and not so good situations, I can say I am happy with what I have learned. I have experience in hospitality & events, logistics, management, and sales. 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.

[#TimetoShine](#) [#BelieveinYourself](#)

### As an Ambassador

I firmly believe that everyone can achieve anything they set out to do, and all you need is motivation and desire. But I also believe that there are times in life when people need a bit of mentoring, networking, and guidance to pursue their dreams. Based on my broad network, experiences, and the skills I have gained, I would like to motivate and inspire other women to develop their talents and gain confidence to get what they are worth. My mantra is to connect with people and interact with them to encourage them.



## Divya Gupta

Sales & Business Development professional

### My story

I am a solution-oriented and pragmatic professional with a passion for making a difference. Reflecting on my last three years in sales, I can honestly say it's been the most rewarding and life-changing experience. Working in multiple product lines and segments has honed my ability to create a vision of how complex business challenges can be solved. My positive attitude and happy face facilitate me to be a go-to person within teams. My life motto is driven by Theodore Roosevelt's quote, "Believe you can, and you're halfway there."

### My Vision

As a newbie in this country, I aspire to begin my professional journey with any meaningful project that could help me become wiser, knowledgeable, and mature. Even though my experience primarily lies in sales and business, I don't want to bound myself within those boundaries and am open to experiencing different domains and job types. I am eager to take the next step in my career and to have the opportunity of learning, growing knowledge, showing my value, and gaining experience.

### Key Skills

Business Development, Sales, Client Relationship, Presales & Administration



## Evelyn Janssen

HR-manager, Gemeente Eindhoven

### My story

I enjoy helping organisations and people move forward. That's why I work as an HR manager for profit and non-profit organisations. A pleasant and challenging work environment can contribute enormously to a fulfilling life. Eindhoven is a city with many possibilities and opportunities. I get inspired by people and their positive and proactive attitudes. I believe everything is possible with the right mindset!

### As an Ambassador

I believe in the endless potential, the power of connection, and collaboration to achieve great results. It is essential for our Eindhoven region that talented women are given a platform to advance their skills. By meeting and getting to know each other, we can make the first step on the path leading us to the next destination. I want to contribute to the goal of getting International Talent to feel more than just welcome and accepted but also needed because of their skillset, job experience, and education. Together we are building an inclusive and growth-driven region.

#WhoRunTheWorld? #YesWeCan



## Tricia Yee Vasquez

HR with a focus on Information and Payroll

### My story

I am a Human Resources specialist who has a deep love for art and nature. In the field of human talent, I characterise myself by building empathy with my colleagues and always being willing to listen to them; this has enabled me to understand people's behaviour and needs, which has been significantly helpful in solving conflicts. My work stands out for being accurate, organised, self-reflected, using feedback as a mechanism to improve, and being a team player who supports and encourages creativity and teamwork. These skills are valuable in a dynamic environment such as payroll.

### My Vision

Use my creativity and empathy to build a safe, trustful and inclusive environment where people can freely share their culture and passion for creating a bond. My vision is to become a strategic HR partner in a multicultural workplace, where I channel my energy into 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.

### Key Skills

People-oriented, Empathy, Diversity, Performance Management, Employee Engagement & Inclusion



## Esther Peeks

HR and Team Dynamics Coach, HighTechXL

### My story

I'm genuinely motivated and intrigued by how people develop themselves, make decisions, achieve things together, and build relationships. Working with teams and individuals in startups and corporations, I'm also inspired by people willing to go out of their comfort zone. I believe in the combination of a safe environment and people challenging you to try out new behaviour. Having lived abroad myself for several years, I have been exposed to different (work) cultures, and it has been an enriching experience. Women opening up their network and welcoming me to

their home country has made all the difference!

### As an Ambassador

Landing in a network/ ecosystem makes all the difference when you arrive in a new country. In my current job, I see people rise above themselves regularly. To spark energy, development, and self-confidence by inviting people to try out new things is part of my daily job. The Brainport region needs all the talent we can get, and I am more than happy to share the network, resources, and environment in which we enable this. Let's get started!

[#DiversityRules](#) [#DareToTry](#)



## Meagin van der Westhuizen

Employee wellness and mental health professional

### My story

I am all about empathy and connection. My past experiences as a social worker have taught me valuable skills in terms of diversity and understanding various social and emotional challenges in society. Solving problems in a tailored and unique way is what I excel at. Working in a multi-professional team while protecting and enabling the workplace's wellness 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. I enjoy connecting with people and making them feel heard, understood, and appreciated. I love spending time with my family, baking, and reading as much as possible in my free time.

### My Vision

I see myself integrating into a company that represents multiculturalism, celebrates diversity, has sustainability at its core, and makes an active change from the ground up. I am passionate about living out my core values at work and in my personal life and would enjoy being part of a stimulating environment. I am driven and enjoy 'thinking outside of the box.'

### Key Skills

Management, Employee wellness, Mental health, Administration, Community building



## Mathilde Lageman

Director/owner STE Languages

### My story

“Two roads diverged in a wood, and I took the one less travelled by, and that has made all the difference” (Robert Frost). Be open-minded, dare to make choices, and make mistakes - this is what I do in work and my private life. 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 realise their full potential and helping them achieve their goals.

### As an Ambassador

I am an advocate of bringing equal opportunity to all levels of society, which will positively transform our world. One of the big pluses of getting older is that you have a lot of life experience that may help others - been there, done that! We all need others to move forward in our careers and personal lives. 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!

#MeetConnectGrow, #BeCurious

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## Tonya Skorova

Content Manager, Writer & Content Producer

### My story

I am an empathetic person who loves to write about people and for people. I am fluent in multiple content formats, and I can manage the process from the idea to its realisation. I am driven by impact, excellent results and goals, and team spirit at work. For me, it's essential to contribute to the team with my ideas and skills and be a part of a strong professional community. Freedom and diversity are my fundamental values. In daily life, I get inspiration from female leaders such as Oprah Winfrey, Malala Yousafzai, and Melinda Gates.

### My Vision

I would love to join a team that is passionate about its mission. I imagine

myself coming to work and diving into the atmosphere of enthusiasm; in a workplace where there is always something going on: people work on new ideas, gather to exchange ideas, create new challenges for themselves, and set ambitious goals. It's essential for me to have my freedom in work, work for results, and not count minutes until the end of the working day. My role would be to bring the company's mission to the public and build effective communication strategies.

### Key Skills

Marketing, Content production, Communication strategy, Marketing Manager, Content writer



## 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 organising 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 realised 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!

#Sisterhood #LoveWhatIDo



## Aleksandra Arenina

Export Sales Manager with International Logistics background

### My story

I started my professional career in logistics, and I was especially passionate about import & export operations. International trade and global diversification have always been what gave me the feeling of living in a world without borders. Constant self-development through additional education and learning new languages logically led me to my first immigration to Turkey. During this professional journey, I have gained a vast network of professional contacts, broadened my world views, and decided to move to the EU with my husband for new job challenges/opportunities.

### My Vision

I want to use my experience to create a more ethical, efficient, and sustainable way of doing business. Open-minded people with a helicopter view of business, with environment and sustainability policies at the core, can change the stereotypical consumeristic image of the business. A sustainable business can be a profitable one that won't negatively impact future generations by depleting natural resources. I am here to create and collaborate for good.

### Key Skills

Export, Sales, International Logistics, Relationship Management, Sustainable-oriented.



## Wikke Peters

Project coordinator in Culture, Centrum voor de Kunsten Eindhoven

### My story

Creativity is what drives me. My mission in life is to find creative and unusual responses to our social-cultural challenges. Through working with designers, artists and performers, I try to contribute to people's well-being—especially people without a prominent voice in today's society. Inclusion matters to me the most, and creativity and culture are great ways to stimulate inclusion. My personal hero is the artist Banksy. I think his combination of engagement, fun, and authentic expression is brilliant. My core value is inclusion, and if I see an opportunity where I can help someone, I will.

### As an Ambassador

To me, in an ever-changing society, it is essential to include as many different voices as possible. I work on shaping the city, especially in the areas that are considered 'poor and vulnerable. I think linking talented international talent from diverse backgrounds to social-cultural issues enriches both. -I support this project because it breaks all barriers that limit the talent to excel by creating networking opportunities and platforms. Let's get started!

#LifelsToughButSoAreYou #ChallengeYourself



## Kristie Moolenaar

(Architectural) Project Manager

### My story

I've worked for 17 years as a project manager at an architecture firm, heading projects from the initial design phase through the completion of construction. Growing up in Silicon Valley and getting my degree at MIT, I've always been surrounded by technology and engineers. I've found that I have a knack for translating technical speak to descriptions more easily understood by laymen. Now I'm figuring out my next role - something at an international architecture or construction firm, pivoting to another type of project management, or maybe something combining design and technology? I am ready for an exciting challenge.

### My Vision

I want to contribute to the world in a positive way, to be able to point to something and be able to say, "I did that. I designed that. I built that", to be a part of a talented, hard-working team that wants to build something together, and to do that balanced with quality time with my family.

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 improvement.

### Key Skills

Project Optimization, Management, Architect, Coordination, Design



# Angelique Bellemakers

Social Impact Advisor, INBO

## My story

Society has become more complex. That means you have to look further than your sector or field of work, and you have to look for other relationships and contacts, which is always challenging. But it's worth it; it enriches you. It's such a blessing to meet new people every day, make interesting connections, and develop new ideas to help the Brainport region become more inclusive. My mantra is to connect with people and interact with them to embolden them.

## As an Ambassador

Easy said; I help other women, and it will enrich me and broaden my vision. 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!

[#LookAtTheBiggerPicture](#) [#FollowYourHeart](#)



## Brisila Martínez Mazariegos

Architecture & Interior Design with a focus on Sustainability

### My story

I had the fortune to work on illustrious Architectural projects in Mexico and around, like art museums, airports, hotels, and various residential developments. I was the bridge between the technical team, design, and sourcing team across the continent, successfully launching Hunter Douglas Architectural Products in Mexico. Over the years, I have moved to different countries for work and family. I am a life-long learner and am constantly trying to develop myself. I look forward to discovering how I can be an asset to the creative ecosystem here.

### My Vision

As an Architect and a mother, I have developed a commitment to finding ways to minimise the negative environmental impact our everyday life has on our planet. I want to participate in the process of conception, development, and completion of eco-friendly architectural designs, as well as the production, distribution, and application of sustainably sourced and manufactured building materials and design products, and contribute to the creation of new ways to coexist with the natural world.

### Key Skills

Architectural Design, Interior Design, Urban Design, Design Thinking, Project Development



## Lidy Lathouwers

Entrepreneur in public cultural affairs & Publisher, Uit in Eindhoven / + Regio

### 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 on interesting projects that allowed me to become part of their history. I enjoy being part of something that is so much bigger than myself. With Uit in Eindhoven, my primary task is to promote the city's and region's Cultural & Leisure Agenda while developing a content & communication platform engaged by 21 municipalities. I have a passion for bringing people closer to culture and vice versa. I enjoy exploring new things, not knowing where it will lead

me, but trusting it will be exciting and challenging.

### As an Ambassador

I would like us to be accountability partners for each other. I feel excited to be part of this inspiring program that allows me to connect and reflect differently from what I'm used to. For the upcoming 3 months, I wish to focus on the talent's needs and ambitions, define clear goals, and meet each other with open, curious minds, both willing to learn. 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!

#ContentIsQueen #CultureConnects



## Briana Mabson

Museum Professional with a focus on Collections

### My story

My passion is the preservation and sharing of historical and cultural objects. I believe that conservation of the past helps tell stories of the human experience and safeguards those stories for the future. I am driven by sharing these stories with present generations and saving them for future generations so everyone can understand and learn from them. Working in historical and cultural museum collections over the past ten years has allowed me to participate in the preservation and exhibition of objects, photographs, and archival materials.

### My Vision

I enjoy learning about different facets of the human experience through historical and cultural objects. I believe these objects share stories and information that cannot be communicated any other way. I am fulfilled by preserving objects, photographs, and archival materials and sharing them with others. I love the energy in the Netherlands and Dutch work-life values- the history and passion for the art of this region feed my boundless curiosity.

### Key Skills

Museum Collections Manager, Museum Registration, Museum Exhibitions, Museum Evaluation, Museum Policies and Procedures



## Mira Dreessen

Projectmanager for Brainport Eindhoven

### My story

I believe in people. As well as making an impact. As a trained psychologist with a non-tech background in an innovative tech environment, I strive to make an impact by focusing on the people behind the innovations. Why? Because I believe that everyone has an intrinsic motivation and wants to contribute to something that matters. This is how we can fuel innovation, and I love being part of that.

### As an Ambassador

For me, the mindset of my childhood heroine Pippi Longstocking says it all: I have never tried that before, so I think I should be able to do that. It describes a mindset of challenging existing situations, creating room for experiences and failures, and seeing the positive side of things. I support the program because together as the local and international talent, we destroy barriers, change perceptions, and provide the needed platform for change. Looking forward to making a meaningful difference!

#Positivity #DareToMatter

40 **WOMEN** *for* **WOMEN**



## Viktoriia Belskaia

Conflict Manager with a focus on psychology and emotional regulation

### My story

Analysing people's behaviour and taking a close look at their emotions and ways of communication interests me in many ways. Gender issues, burnout, and poor self-regulating negatively impact the workplace environment. In my opinion, work disputes take away an immense amount of energy, leaving coworkers unproductive and feeling down. Moving to the Netherlands has changed my life completely. My self-improving journey led me to desire a new career path. I am sure that my perseverance and diligence are going to help me on this journey.

### My Vision

I aspire to be a part of a project that provides help to people struggling with internal issues, which always impact their workplace behaviour and, therefore, career opportunities. I see myself integrating with a project 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.

### Key Skills

Research, Corporate Communications, Presentations, Conflict resolution, Sales



## Christelle Le Cam

R&D Senior Director, NXP Semiconductors

### My story

I have always worked in a Semiconductor R&D environment. I started as a research scientist, and I am now managing international multi-disciplinary teams. Working in different countries has allowed me to develop my awareness of different cultures and empathy towards others. I get my energy from empowering teams to achieve their results and structurally solve problems. Driving change and finding ways to take people along on the change journey has become a constant factor by now. My motto is "Never give up".

### As an Ambassador

One of my core values is equality. I like to contribute to this program by inspiring talented women to achieve their goals. By sharing my experience on cultural differences, leadership & communication skills, I could empower women to reach their full potential, especially in an engineering environment.

#NeverGiveUp #TrustYourself



## Mariana Mirian Da Silva

Electrical Electronic Maintenance Analyst

### My story

I love solving challenges and puzzles, listening to people, and trying to solve their problems. I can say that I've always been a problem solver. Passionate about finding sustainable solutions and open to new learning opportunities. I have experience managing projects and working in the industrial area in an American multinational company. I am driven, with an entrepreneurial spirit, and passionate about learning new things and efficiency.

### My Vision

I want to learn new technologies and share my knowledge to grow together with the Team. To work on a meaningful project that develops innovative technological solutions in a team of motivated people where freedom of ideas and trust are shared among the group. As the projects improve quality of life, I hope in a fairer, more knowledgeable world that will allow human beings to pursue their dreams.

### Key Skills

Adaptability, Ability to work in a team, Love of learning, Knowledge of technical diagrams, Focus on quality and customer.



## Sanne Cuijten

Professional Recruiter, ICT Group

### My story

My passion is working with great, enthusiastic people and finding a match between the position and the candidate. In my current role at ICT Group, I am connecting people to challenging opportunities. My job is about approaching, meeting, and connecting people and knowing I have the chance to make a real impact within and outside the organisation. I am an experienced networker with top tech connections. Watching something tangible emerge from a successful match is something that will never tire me.

### As an Ambassador

Being able to offer added value as a professional in the Brainport region to women is powerful. In my field of work (Engineering), you mostly have to deal with men. The dynamic between women and men is good, but the ratio is not yet balanced. It is our responsibility to bring more equity in the tech world, and this region needs lots of talented women. Let's make them visible.

[#PassionateWomen](#) [#WomenSociety](#)



## RaviMitra Yenumala

Front-end/Fullstack developer

### My story

I have always wanted to work closely with technology and clients. I am delighted when I see a happy customer. I thrive on writing codes and developing business logic. That's why I chose to be a front-end developer - I want to make a difference in the development team.

I am always keen to embrace change, stay up to date with new trends and technologies, remain at the forefront, and become the "go-to" tech person to follow when it comes to learning. 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.

### Key Skills

Front-end developer, Full-stack developer, Angular, Backbone js, Bootstrap



## Nur Engin

R&D Manager, NXP Semiconductors

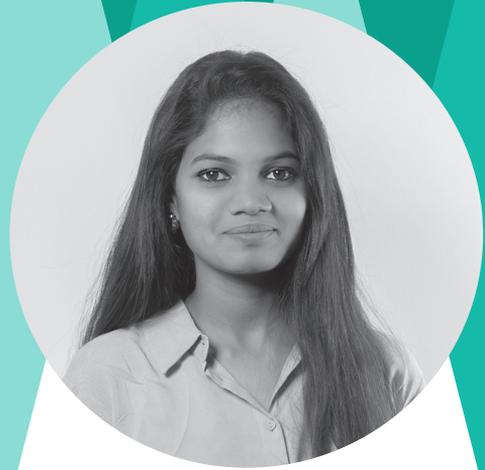
### My story

I love being where people meet technology. Being an engineer, and being a woman in an engineering environment where very few females are present, made me realise that being different in a work environment can be an advantage if a proper work environment is present. I have seen through my own experience how diversity, be it gender, culture, or simply interests, drives innovation. In my work, beyond aiming at technical excellence, I try to encourage open communication and a welcoming environment where all feel safe enough to be creative.

### As an Ambassador

For the Women for Women program, I would see it as my vision to enable talented women to step into a high-tech work environment in a way that gives them a head start. I want to act as an encouraging role model and use my knowledge of the high-tech community in our region. This region needs all the talent we can get. I'm looking forward to working with the talents and contributing to their professional goals!

[#DareToBeDifferent](#) [#TechnologyIsForAll](#)



## Saipriyanga Suresh

Information Technology

### My story

For as long as I can remember, I've always been a technical person. Even as a child, I liked observing and experimenting. Therefore, I studied Information Technology. I thought it would be a great choice for my career and personal development when I moved to the Netherlands, as deep edge technology has always intrigued me. I have work experience in Information Technology and have worked as a developer in the past. Now here, I am looking for professional challenges in the new projects.

### My Vision

My vision is to have a career that includes continuous learning and improvement. I would like to be part of a team that develops tomorrow's technology, where I can both contribute and grow. I love sharing my knowledge with others and learning new things from them. Besides, it is also important for me to live my life in such a way as to show kindness, care, and concern to everyone around me.

### Key Skills

Coding, Communication Skills, Data analysis, DevOps, Project Management



## Deniz Akman

HR Manager, Astrata Europe BV

### My story

How people think of work and how they react at a moment of career change intrigues me. People spend a considerable chunk of their time at work or thinking about it and tend to define their self-value through work. Yet, they are rarely in the driving seat at a crucial moment of their career. I like to perform my job so that I can challenge and support people so that they choose wherever they work for the right reasons. 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' when recruiting talent.

### As an Ambassador

What you have is a unique chance: you have the possibility to redefine and question everything you knew about working up until now. This is not easy, and being insecure or feeling vulnerable is a part of the game too. Don't be shy; ask for help. If you can't find a tribe, you have to create it!

#DareToBeDifferent #SayYesToSuccess



## Shivangi Rai

System Engineer/Trainer

### My story

Problems stimulate me! Searching for novel solutions to new or existing problems is my passion. My passion for IT started when I wrote my first code in Java when I was in school. The challenge to get it right and the sense of fulfilment that it gave when it was executed successfully was something that motivated me to be a software engineer. New beginnings brought me to The Netherlands, and I have been making conscious efforts to build a door of opportunity. As an ambitious professional with a strong eye for detail and experience in various roles like coder, trainer, and entrepreneur, I am now looking forward to a new professional start.

### My Vision

I aspire to have a career that enables me to learn and develop myself continuously. 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.

### Key Skills

Technical skills, Coding, Communication skills, Trainer, Team player



## Betsy Linsey

Co-founder, Chief Financial Officer, Aircision

### My story

I've been working with start-ups and finance for over 20 years. I would like to think that I've earned an honorary technology degree or two. I enjoy networking. For me, 'attitude is everything,' people are drawn to and motivated to work with positive people, even in the most extreme conditions. A positive attitude can help you overcome almost any obstacle. I've been living in Eindhoven for the last eleven years, I'm an American by birth and a global citizen at heart. 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

My ambition is to help women get connected so that they can feel realised and fulfilled in their work life. I support the programs because together as the local and international talent, we destroy barriers, change perceptions, and provide the needed platform for change. Looking forward to making a meaningful difference!

[#FemaleFounder](#) [#WomeninTelecom](#)



## Marta Martinez Moro

Material Scientist

### My story

New challenges! These two words define me, and they have accompanied me throughout my life because being out of my comfort zone motivates me to reach my goal. I enjoy as a researcher discovering a new world in every single step, from physics to chemistry and material science. I am a life-long learner and am constantly trying to develop myself. The road has brought me to the Netherlands, where new challenges await me!

### My Vision

My goal is to work as a part of a team on a significant project, bringing research products/solutions to market and their resulting benefits

to the community. Understanding the bigger picture and being solution-oriented inspires me. My goal is 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. I am open to new opportunities and look forward to creating meaningful differences and connections through the program!

### Key Skills

Material Science, Nanotechnology, Multidisciplinary, Teamwork & Project Management



## 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 organised in The Netherlands, which can also be useful for women with children. Let's Connect, and make a Meaningful Difference

[#LearningEveryDay](#) [#TechnologyIsNotJustForMen](#)



## Elisavet Lada

Project Management Erasmus Mundus Program

### My story

Peoples' needs are a driving force for me, as my background in the Humanities and Psychology may reveal. Nourished within the education sector as a French Teacher and later on in academia as a Project Manager at an EU-funded Program, I cannot turn my eyes off the crucial importance of cultural diversity within working environments and society. I can approach a situation with understanding and creativity to provide improvement, and I adore working with multicultural teams. I admire people who have gone through their own darkness and can now enjoy their light.

### My Vision

I want to use these peoples' skills to bring smooth and efficient collaboration amongst multicultural teams. A company's performance is highly dependent on the level of emotional maturity of its employees. I enjoy working with the team and in a stimulating environment, which keeps me connected to learn new challenges. My vision is to feel the moment and positively impact the world. I am ready to take my place in the Dutch labour market.

### Key Skills

European Programs, Educational Management, Psychology, Writing, Research



## Elaine McKinney

VP Compliance & Group Data Protection Officer / DLL

### My story

I believe change and new experiences add value to people's lives. I took the plunge nearly ten years ago to move role, country and embrace a new life adventure with my children. Since then, I have worked in three different multinational companies in three other countries and don't regret one moment. 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.

### As an Ambassador

One of the things I find most inspiring is people openly supporting and lifting each other. Moving countries can be daunting, but my passion is to unpick the issues and make progress step by step. I am a supporter of a collaborative approach to creating professional networking opportunities and platforms for talents.

#LifelsWhatYouMakeIt #GoForIt



## Sangeetha Joseph

QA Analyst

### My story

I have always wanted to learn Science (particularly Physics) since childhood. I completed my master's in physics in 2011, and back then, I was determined to start my research career. I have done my internship at the prestigious Raman Research Institute (RRI), Bangalore. I also secured 90 percentile in GATE (Graduate Aptitude Test in Engineering) and was ready to start my PhD program at RRI. Instead, I decided to raise my family. I have two kids, and they have started going to school now. So I am looking forward to starting my career now.

### My Vision

I want to become a highly valued quality assurance analyst who can

significantly improve the quality and success rate of developed products. I want to work in an environment where my science background and research attitude allow me to gain a deep understanding of products and their domain and competition, analysing to uncover the shortcomings and improvements. I believe these, along with an eye for detail, good communication skills, and a never-give-up attitude towards mediocrity, will make me a valuable asset to any team invested in making good products.

### Key Skills

Quality Analyst, Physics, MATLAB, PYTHON, ISTQB



## Alina Totti

Policy advisor - International cooperation/ Province of North Brabant

### 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. As policy advisor for the province of Noord Brabant, I help my colleagues profile groups and design policies and communications materials suited to their needs. In addition, I am responsible for building international networks, which allows me to meet new people and satisfy my curiosity constantly. I firmly believe that true collaboration means embracing the diversity of thought and the different ways people think, act, and innovate

### As an Ambassador

Women should not settle, they should thrive, and sometimes this begins with a little support from the sisterhood. As an ambassador for Women for Women I want to help a bright woman find her place in the Brainport region and pursue a career that matches her skills and ambitions. Noord Brabant, the province I work for, prides itself on its capacity to attract international talent. The Women for Women initiative is a prime example of building a community of people who thrive and achieve their potential.

[#SheSaidSo](#) [#IveBeenThereSoYouDontHaveTo](#)



## Apoorva Aravind Kumar

Policy analyst and crisis management

### My story

Different careers, diverse backgrounds, and unrelated education through my journey have led me to be where I am, and I wouldn't have it any other way. Some call me an engineer, some a policy analyst, but I regard myself as that lens of technology, information, innovation, and digitisation for a pair of eyes called policy analysis, governance, and public affairs. It's imperative to find new ways to solve the same old world problems and truly believe these new lenses' could be the solution.

### My Vision

I would like to bring together my unique experience as an information science engineer and international governance to provide an action-based, interdisciplinary, and evidence-based policy analysis in public affairs and foreign affairs through participation, partnership, or consultation for complex policy problems.

### Key Skills

Public Affairs, Government Affairs, International policy, Political risk analyst, Crisis management



## Judith van Kaathoven

Commercial Director, Decor Son

### My story

During my earlier years in sports and career, I worked on interesting projects that allowed me to become part of their history. I enjoy being part of something that is so much bigger than myself. Interacting with diverse people and cultures during my work and travel has taught me the power of inclusion, collaboration, and, most importantly, to challenge the status quo. I am energetic, positive, and ambitious. Looking for possibilities within boundaries got me far, but I don't mind breaking boundaries if needed. That got me further.

### As an Ambassador

My ambition is to help women get connected to feel realised and fulfilled in their work lives. I support the programs because together as the local and international talent, we destroy barriers, change perceptions, and provide the needed platform for change. Looking forward to making a meaningful difference!

#FindYourTalent #FearIsNotAnOption



## Tabita Pasca

Logistics Assistant & Assistant Manager

### My story

I'm driven by understanding and improving situations. Staying organised is my priority in both my private and professional life. As an experienced Assistant Manager with a demonstrated history of working in various domains and project management, I have the potential to tackle issues efficiently. I am always interested in building or making teams as effective as possible. I have primarily worked in commercial and logistics operations, but I am up for new challenges.

### My Vision

I am continuously looking for ways to improve and invest time in my professional development. In this way, I can contribute more effectively to my team's success. I want to use all my knowledge and qualities to create a professional and pleasant work environment and help others reach their goals while maintaining a good balance between work and family. I am eager to expand my professional network and aspire to use my passion to explore my new career.

### Key Skills

Logistic planner, Assistant Manager, Team leader, Office Manager, Office assistant



## Cindy Shao

Managing Director & Entrepreneur, HAND Enterprise Solutions Europe

### My story

Working with people who have a passion for what they do inspires me. People often ask me what exactly I do for my work as a managing director of a European branch of a listed IT consulting firm. I gave them my answer: “My team members are top. They excel in their domains which I don’t interfere with much. My time and attention are only on talent, sales, and vision!”. As a “localised” international and female executive, I know how hard it is for international talent to start and excel in a foreign country. I have been inspired and helped by many people around me. Now I hope

to contribute my minor resources and experiences to help other women restart their professional journeys and network.

### As an Ambassador

My mission is to empower women to achieve their ambitions and see fewer limits but more possibilities in their career development in a new host country. I believe that everybody should get the chance to find an inspiring job on their level. As an ambassador, I hope to contribute to that cause. Let’s connect!

#SayYesToSuccess #PowerWoman



## Juliana Lara Santos de Moraes

Project Manager

### My story

I started my professional career as an IT analyst 13 years ago, which led me to grow and become a project manager - and that was the moment of awakening when I realised the science and technology behind organising, planning, and optimising the task for greater efficiency and sustainability. That was the leap of faith, and I started venturing as a project planner, ensuring the process meets all the steps to reach the target. I started my own company here in the Netherlands almost two years ago. That is a big challenge because I want my company to grow, but I also want to go back to my project manager career in a company, contributing to both the community and the corporate.

### 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 differences and connections through the program!

### Key Skills

Project manager, Administration, Entrepreneurship, Coordination, Volunteering



## Debby Bastiaansen

Talent Acquisition Expert, IDH sustainable trade initiative

### My story

I wake up with passion every day- I create connections and opportunities that enable and empower the talent and organisation to thrive. I want people to accept jobs that are a match based on experience, character, and ambition. A match that is at least 80% on all parts. This is the way I am sure people will be happy, and happy people are successful people. It is your choice if you know exactly what you want. We will find what that is together.

### As an Ambassador

Everything is possible if you believe. I want to be the one who gives you the belief, in yourself, in your future, and in the success story of cooperating. I am excited to share my experience and help international talents get to know the Dutch labour market, make connections, and get ready to find their dream job in the Netherlands. Let's connect!

[#HighOnLife](#) [#TalentMeetsPassion](#)



## Nusrat Malik

Educator & Scientific Content Developer

### My story

I am a scientist and an educator with experience in multiple disciplines in Biology. Following a Master's degree in Microbiology from the University of Karachi in Pakistan, a Ph.D. in cell biology from St. John's University in New York, USA, and postdoctoral training in cancer biology from Baylor College of Medicine in Houston, TX, USA, I have worked as an educator in many universities around the world. I combine my broad training in biology and diverse international teaching experience to develop innovative educational pedagogies. I take student-centred, problem-based, blended learning approaches to design an educational scaffold

that provides the necessary tools and training to become innovators and leaders in their chosen field.

### My Vision

Develop innovative teaching methods to make higher education accessible, fun for all learners, and diverse learning styles. To work with an organisation and team that puts people first and creates solutions that have a lasting positive impact on the world.

### Key Skills

Educator, Blended learning, Gaming in higher education, Challenge-based learning

**CLOSING EVENT**



**INTERVENTION II**



**INTERVENTION I**

1 AMBASSADOR  
*is introduced to 5 TALENTS  
belonging to respective  
tribes*

**OPENING EVENT**



**AMBASSADOR MATCHED  
WITH CANDIDATE**

**BASED ON SELECTION  
CRITERIA BEFORE THE  
EVENT**

*talent <<< - >>> you*

*Ambassador journey through Women for Women program*

## Resource guideline for Ambassador

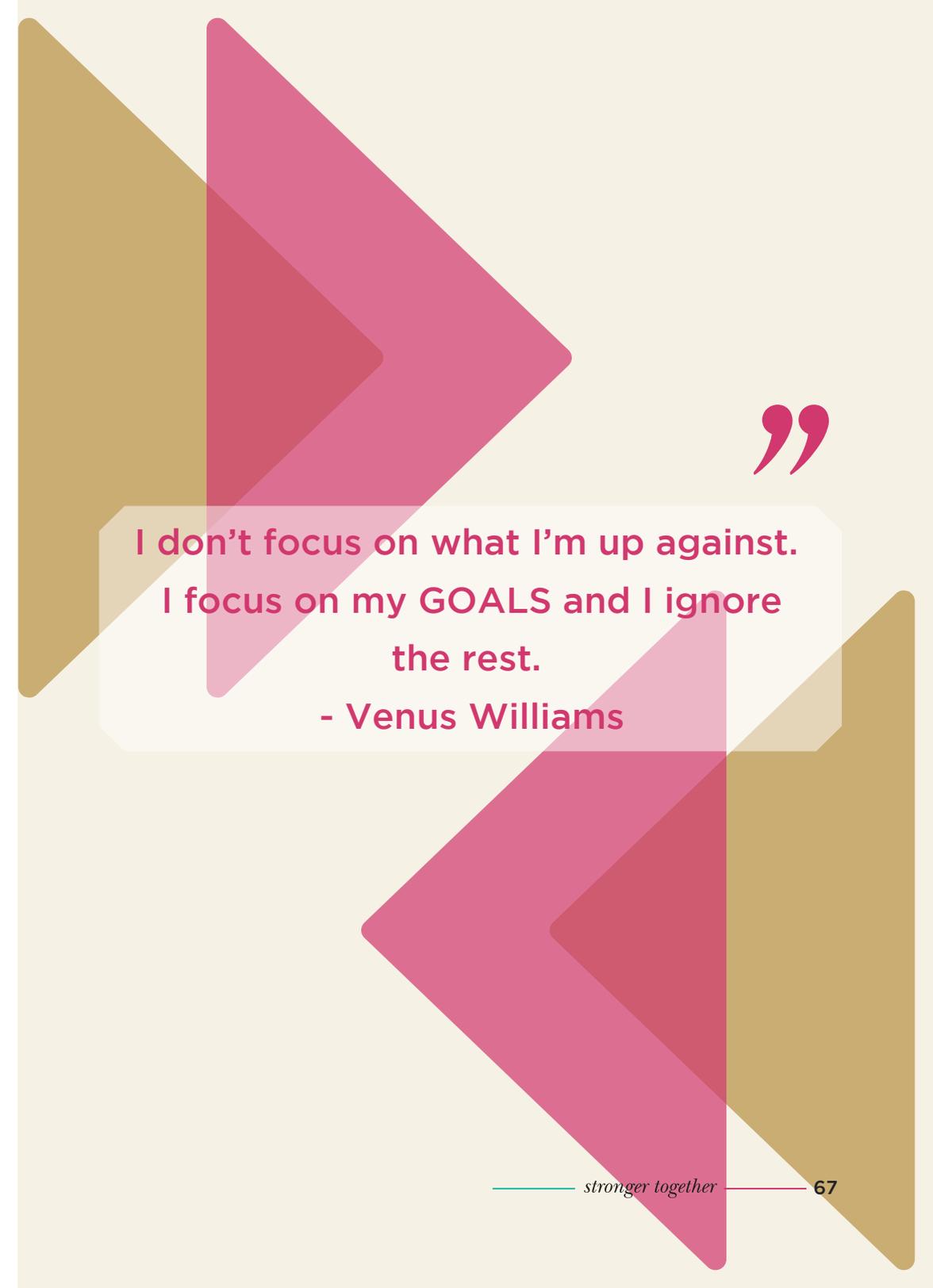
Each Ambassador is encouraged to invest meaningfully to empower the talents during the program.

- 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.

## RESOURCE GUIDELINE FOR TALENTS

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

- Have a strong motivation and co-operation throughout the program.
- Take actions to define your Career vision canvas.
- 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 organizing team's time and effort.



”

I don't focus on what I'm up against.  
I focus on my GOALS and I ignore  
the rest.

- Venus Williams

## About the **TALENT** Career Trajectory

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 are broadly themed on career discovery, toolkit, market research, networking, and the job application process to give a structure to the talent action plan through this career acceleration journey. All the sessions/workshops are hosted in a team setting to make the most of each other's knowledge, experience, and drive for growth.

# TALENT Trajectory for Gamechangers and Innovators Tribes



## PHASE 1

### PERSONAL VISION & CAREER GOALS

(Gain clarity and Career Action Plan)

- ◆ Women for Women Opening Event  
14 April
- ◆ Career Coaching with GROW model  
19 April
- ◆ Dutch Culture Master Class  
21 April
- ◆ Career Roadmap with GROW model  
28 April

## PHASE 2

### CAREER TOOLKIT & MARKET RESEARCH

(Get ready for the Dutch labour market)

- ◆ Job Applications Master Class  
12 May
- ◆ Build a Powerful Personal Brand  
17 May
- ◆ Decoding the Dutch Labour Market  
19 May
- ◆ Resume Building  
24 May
- ◆ Brand YOU  
31 April
- ◆ LinkedIn profile  
2 June
- ◆ (Inter)acting on LinkedIn  
7 June

Follow up with the Talent

## PHASE 3

### NETWORKING & JOB SEARCH

(Getting Connected & Pitch your story)

- ◆ Pitch Your Story  
21 June
- ◆ Networking & StoryTelling  
28 June

**INTERVENTION I**  
10 May

**INTERVENTION II**  
14 June

**CLOSING FINALE**

# TALENT Trajectory for Connector & Go-getters Tribe



## PHASE 1

### PERSONAL VISION & CAREER GOALS

(Gain clarity and Career Action Plan)

◆ Women for Women Opening Event  
14 April

◆ Career Coaching with GROW model  
19 April

Dutch Culture Master Class  
21 April

◆ Career Roadmap with GROW model  
26 April

## PHASE 2

### CAREER TOOLKIT & MARKET RESEARCH

(Get ready for the Dutch labour market)

◆ Build a Powerful Personal Brand  
28 April

Job Applications Master Class  
12 May

◆ LinkedIn profile  
17 May

◆ Brand YOU  
19 May

◆ (Inter)acting on LinkedIn  
24 May

◆ Decoding the Dutch Labour Market  
7 June

◆ Resume Building  
9 June

Follow up with the Talent

## PHASE 3

### NETWORKING & JOB SEARCH

(Getting Connected & Pitch your story)

◆ Networking & StoryTelling  
23 June

◆ Pitch Your Story  
30 June

INTERVENTION I  
10 May

INTERVENTION II  
14 June

CLOSING FINALE





**Expats Spouses Initiative connects, accelerates & empowers the Talents towards the Dutch labour market with our focussed offerings during the program**

## Theme-centred 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-centred-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 empathising 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 labour 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.



## ED HEERSCHAP

Program Coordinator Living In  
(Holland Expat Center)

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.



## MAYS ALBAWWAB

HR coordinator & Recruiter  
(Expat Spouses Initiative)

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



**KAVITHA VARATHAN**  
**Founder / CEO**

(Expat Spouses Initiative)

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.



**SAUMYA PALIWAL**

Marketing & Communications  
(Expat Spouses Initiative)

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 people first approach.



## **ODKA TSEREN**

Community Manager & Enabler  
(Expat Spouses Initiative)

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



## **ANE DE LA BRENA**

Graphic & Interaction Design  
(Expat Spouses Initiative)

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



## **ANDREA AGUDELO**

Communications & Community engagement  
(Expat Spouses Initiative)

Andrea focuses on the importance of the digital and community interaction bringing new and strategic ideas to create a context where members can participate and explore the new cultural and professional environment.



## ROOPASHREE NARAYAN

People Enablement and HR outreach (Expat Spouses Initiative)

Roopa finds it immensely rewarding to contribute to people's development in ways that improve their working and personal lives. She has an impressive background in empowering other professionals and believes in cultivating a workplace where everyone can thrive.

### Get in touch!

Are you looking for a Career, Education, or Entrepreneurial opportunity, feel free to get in touch with **Huis Naar Werk**  
[www.huisnaarwerk.nl](http://www.huisnaarwerk.nl).

Do you want to collaborate with the **Living In Program**, an Initiative of the City of Eindhoven & the region, to create an international ecosystem?  
**Get in touch via email - [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!**

**Get in touch via email - [info@expatspousesinitiative.org](mailto:info@expatspousesinitiative.org)**  
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