



Rita Verduin

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Civil status: Married - 3 children (young adults) ~ Location: Utrecht - NL ~ Date of Birth: 01-06-1959

ENTREPRENEURIAL PEOPLE MANAGER HR(D), PROFESSIONAL EXECUTIVE COACH, INNOVATOR

Accomplished and result-driven HR(D) leader with over 15+ years of proven leadership at various (multi)national profit and non-profit organizations based in the Netherlands. Demonstrated the ability to develop and align HR strategy to support business strategy and business challenges. Outstanding people manager through clear vision, leading by example, taking trust in her staff, taking ownership and high drive to succeed.

Passionate and dedicated leader of innovative HR strategy and tools e.g. strategic staff planning, sustainable employability, leadership and employee development, eHRM, elearning, career portals and academies.

Overall a HR leader who:

- ✓ Has high drive and impact
- ✓ Is passionate about making a difference in developing staff and organizations
- ✓ Realizes change and to whom people want to work with.

Core competences and expertise include:

- | | | |
|---------------------------|-----------------------------|---------------------|
| o Occupational Psychology | o Program Management | o HR & Social Media |
| o Leadership Development | o Change Management | o HR Analytics |
| o Succession Planning | o Strategic Staff Planning | o Recruitment |
| o Online HR tools (eHRM) | o Sustainable Employability | o Employer Branding |
| o Labor & Tax Legislation | o Social innovation | o Executive Coach |

Professional experience



Self-employed @ runningrita.nl

Buijssen Training & Education
Meurs HRM & Perflexie
@ runningrita.nl

Freelance assignments at

Jan 2014 - present
e-Coach and design eLearning (dealing with aggression & dementia)
AQ Monitor - design and business case online careertool
ZKM Executive Coach and Career Counselor



MEE Oost Gelderland

Nov 2013 - present
MEE is a non-profit organization which supports people with disabilities and helps them in work, housing and life.
Member of the Board of Trustees



MECOM / Royal Wegener

Mecom is a major European consumer publishing group. The company owns publishing houses in Denmark, the Netherlands and Poland. The Dutch division publishes eight paid-for daily newspapers, with daily circulation ranging from 47,000 to 148,000 and with over 95 per cent of newspapers sold on a subscription basis to a customer base of 819,000. It also publishes approximately 165 free-sheet titles, delivered door-to-door..



Manager HR Development

July 2009 - Dec 2013
Main responsibility: developing and monitoring HR policy and (online) tools supporting individual, team and organizational development (including MD) and sustainable employability. Other subjects: Employer Branding & Recruitment, Mobility, HR Analytics. My team consisted of 7 professionals & 4 support staff. Member of MT HR.

Achievements I'm proud of:

- o Initiative, design and implementing Wegener's Career Portal Wil: having over 3500 contributors and users
- o Development and realization of Wegener Academy & eAcademy Wegener: annually over 4000 participants
- o Management Development: innovation of the educational program, introducing succession planning, started Executive Coaching for top 35 and development of a Talent Program for Young Talent.

- o Process redesign of HR processes into digital workflows (eHRM), e.g. HR cycle, LMS, absenteeism
- o Successful negotiations on behalf of Wegener for Trade Unions and Workers Council in the area of development and Social Statute
- o Project Leader Mecom 360 Degree Project including the company European top 50 Executives (in English).

Manager Compensation & Benefits and Mobility

April 2008 - June 2009

 Responsible for corporate HR policy on Remuneration and Benefits and the Wegener Mobility Team. My team consisted of 6 professionals (specialists) and 2 support staff. Harass counselor.

Achievements I'm proud of:

- o Realizing a new online Guidebook Compensation & Benefits Wegener
- o Realizing a new and up-to-standard Guideline Communication for Wegener employees
- o Reactivating the Wegener Mobility Team.

Ordina

 Ordina is the largest independent provider of consulting, solutions and IT in the Benelux. Ordina is focusing on the financial sector, government, health and a number of specific market segments within the industry.

Senior Management Consultant / Interim Manager

Jan 2002 - March 2008


 Assignments in multiple profit and non-profit organizations such as Prisons, Ministries, Social Security Agencies, Arbo Services and Insurance Companies. Harass counselor & coordination Whistleblower process within Ordina.

Achievements I'm proud of:

- o Satisfied principals as well as participating employees in projects and interim management assignments
- o During my seven years at Ordina I met all individual goals such as being billable 90% of working hours
- o Most assignments were content focused on HR related matters, such as restructuring companies, employee participation and interim management (payroll and SSC) and multiple assignments involved the professionalization of project management.

Manager HRM - Program Manager HR Change Program

Jan 2000 - Dec 2001

 Responsible for: development, implementation and evaluation HRM policy and HRM tools. Negotiator on behalf of employer Ordina with Trade Unions and Workers Council. The aims of the Change Program were: harmonization of Compensation & Benefits, including Retirement Plans, adjusting legal structure, recruitment of 150 ICT employees in one year, implementing Ordina HR tools, e.g. HR cycle and competence management.

Institute of Applied Science Avans

 Academy of Master of Arts Managing Human Resources (full time and part time program)

Lecturer Management Development

Sept 1998 - June 2001

Development and lecturing Management Development at this Master Program (part time)

UWV

 UWV provides national implementation of employee insurance (such as unemployment, WIA (IVA and WGA), WAJONG, WAO, WAZ, Wazo and Sickness), and labor and data services.

Head of Management Development

Feb 1999 - Dec 1999

Development of Management Development Policy and Strategic Personnel Policy

ING Group

 ING is a global financial institution of Dutch origin, currently offering banking, investments, life insurance and retirement services to meet the needs of a broad customer base.

Within ING Group, the following positions were held:

Jan 1986 - Jan 1999

- ✓ **Head of Management Development**
- ✓ **(Senior) HR Advisor**
- ✓ **Career Policy Officer**
- ✓ **Trainer**

Some relevant achievements:

- o Chairman European ING MD Network - exchange vacancies in European (sub) top management positions
 - o Shrinking and refreshment of the management population at ING Direct in the Netherlands
 - o Professionalization of HR advising at ING Bank - Design of the ING Direct Trainee Ship
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Education & Training

Radboud University Nijmegen



ZKM Consultancy © - Professional (Executive) Coach (certificate April 2014)	2010 - 2014
Occupational Psychology (graduation 1986) Incl. teachers license Psychology and Society Knowledge	1978 - 1986
Political Science (propaedeutic exam 1978)	1977 - 1978
Chairman University Track & Field Association 't Haasje	1983 - 1986
Assistant to the Scientific Staff - practicum guide at graduate program (part time)	1979 - 1984

Institute of Applied Science Utrecht



Business Administration (bachelor) - Faculty of Economics & Management	1999 - 2001
Journalism for Academics (certificate) - Faculty of Journalism & Communication	1993 - 1994

Stedelijk College Eindhoven - VWO



1970 - 1977

Training Moodle (O.S. CMS)	Finance for Non Financials	Prince2 Foundation
Custom WordPress training	Commercial Consulting Skills	Training HR & Workers Council
Training Spiritual Leadership	Implementation Skills Course	Multiple HR courses
Wegener Management Course: 'Leadership in Transition' - program design and owner (together with the CEO)		

Language Skills

Dutch: Native, English: Professional skills, French: Average, German: Average.

Personal Interests

Running, Writing, Track & Field, Ice-skating, Skiing, Sports Vacations, e.g. cycled to several European Capitals

Publications

By weblog: <http://runningrita.nl> - blogs on various topics, including HRM and leadership

Monthly corporate blog at the site of Wegener Academy: <http://academy.wegener.nl/blog> and a regular column in the staff magazine of Wegener on various subjects.

Monthly columns or blogs:

- <http://www.lerendeleiders.nl> - platform on servant leadership
- <http://onzecoach.nl> - online coaching concept for large employers (Ahold, DSM, DHL)
- <http://www.expand.nl> - HR Recruitment Agency

Various HR publications in the Journal of Public Management (in Dutch), Gids voor Personeelsmanagement, Intermediair in the years 1990 - 2005.

Personal beliefs

My professional vision:

- Develop yourself, nobody else can do that
- Change can be called 'development' when it's hurting (a bit)
- You are only a leader when you have followers; envision, enable, energize
- Work with the end in mind
- Credit where credit is due
- Leave your people, brands and business stronger behind than how you first received them.

How I work:

- Moving moves me
- Associate, renew, improve, enhance
- What you see is what you get
- Always want to be able to look at myself in the mirror in the morning
- Be attentive
- Running is a lifestyle.

Internet (you can find me anywhere)

Weblog	: http://runningrita.nl/
Email	: rita.verduin@gmail.com
Twitter	: https://twitter.com/runningrita - @runningrita
Linkedin	: http://www.linkedin.com/in/ritaverduin
Facebook	: https://www.facebook.com/rita.verduin
Instagram	: http://instagram.com/runningrita
Graphic CV I	: https://www.vizify.com/rita-verduin

References

Linkedin: Jolanda Schonewille (manager Wegener Academy) states:

"She challenged me to leave my comfort zone several times. Because of her trust in me, I did so. This made me grow and develop myself and it typically shows her leadership and the way she's been a coach to me. Characteristic is also Rita's innovative spirit: she always looks for opportunities to improve and enhance the team results as well as the way we work."

Weblog: several commenters state:

"I love the way you write. It either makes me smile or makes me rethink the subject".

Other references available when asked for.
