

Marianne Sassen

Communication Strategist & Project Manager

mail@mariannesassen.nl
+31 6 15 379 679 (UTC+1, CET)



**marianne
sassen**

COMMUNICATIESTRATEG
& PROJECTMANAGER

I believe that organizations need to remain loyal to themselves before they make promises to their customers.

As an interim Senior Communication Consultant, I therefore gladly contribute to the internal communication of an organization to realize its strategic objectives. By involving employees in and connecting them with the organization or change story. And by allowing (senior) managers to convey that story, to show exemplary behavior and to have meaningful conversations with their employees. In close cooperation with other communication functions and HR, and preferably as part of an integrated communication strategy and employee journey.

Summary

Professional Experience

ING (Interim) Senior Communication & Change Advisor	■ 2018 – 2019
ESSENT/INNOGY (Interim) Senior Internal Engagement Manager	■ 2018 – 2018
AEGON Senior Communication Manager Internal Branding	■ 2015 – 2017
AEGON (Interim) Communication Strategist	■ 2013 – 2015
TATA STEEL (Interim) Senior Internal Communication Manager	■ 2012 – 2013
ABN AMRO Senior Communication Manager	■ 2010 – 2011
ABN AMRO PRIVATE BANKING Senior Communication Adviser	■ 2007 – 2010
ABN AMRO Internal Communication Manager	■ 2005 – 2006
SWETS & ZEITLINGER Head of Communication	■ 2001 – 2004
ABN AMRO Communication Adviser	■ 2000 – 2001
ABN AMRO Product Manager	■ 1998 – 2000
ABN AMRO Trainee Corporate Staff	■ 1998 – 1998
NS STATIONS AMERSFOORT Communication Adviser	■ 1997 – 1997

Key competencies

- Great extent of and broad experience in the communication profession (internal, corporate, marketing, client)
- Passion for internal communication, internal branding and change communication
- Project management and agile way of working: facilitation of numerous communication projects and programs
- From strategy, plan and concept to execution and production; a thinker and a doer
- Experience with several cultures in international organizations, corporate environments and production companies

Professional Experience

(Interim) Senior Communication & Change Advisor, ING ■ 07/2018 - now

Assignment: Facilitate (internal) communication regarding the realisation of a new CLA, the outsourcing of health services and activities to support redundant employees, and an organization-wide onboarding programme. Main activities:

- Develop and execute communication plans to provide insight into how the new CLA is taking shape and bring existing/new employment conditions to the attention
- Edit and design communication materials based on employee journeys
- Stakeholder engagement, incl. HR management, trade unions and external suppliers

Result:

- Prior to/during CLA negotiations: 43% response to survey (of approx. 14,000 employees), well attended dialogue sessions, substantial number of participants in online community and drop-in sessions
- Standardised communication materials for new, redundant and absent employees

(Interim) Senior Internal Engagement Manager, ESSENT/INNOGY ■ 1/2018-6/2018

Assignment: Develop a (two-year) cultural change program for innogy (Retail Netherlands & Belgium) to enhance engagement and alignment among approximately 2,500 employees, taking into account cost savings and acquisition by E.ON. Key assignments:

- Program management cultural change program: development of core values, engagement strategy and alignment research
- Project management engagement: development and implementation of communication strategy, concept, architecture and calendar in collaboration with external communication agency
- Stakeholder engagement, including board, management, HR, Marketing, Customer Service, Facility Management and newly formed group ambassadors
- Facilitate RFP process external communication agency and monitor budget
- Coach communication and (agile) project teams (approx. 10 employees)

Result:

- Higher engagement by supporting managers in communication role and facilitating conversations between board and employees
- More effective and efficient communication activities through repetitive communication pattern and clear calendar

Senior Communication Manager Internal Branding, AEGON ■ 4/2015-12/2017

Responsible for communication strategy of companywide cultural change programme and internal communication team. Key assignments:

- Develop and (jointly-)execute communication strategy for change programme and internal branding
- Unite change projects, e.g. new ways of working, cost control, security, privacy and vitality (project team of 12)
- Advise and support projects introducing new ways of working and cost savings, doing so in agile teams
- Contribute to employer branding and employee journey in collaboration with HR
- Create and (jointly-)execute communication plans various internal projects
- Advise and coach executive and management teams on communication issues
- Supervise research internal communication and internal branding
- Develop and introduce communication app and contribute to global new intranet and internal social media
- Coach senior project manager, adviser digital internal communication and two internal media editors and coordinate their activities
- Control company-wide messaging on mission and strategy
- Manage budget for internal communication and internal branding

Result:

- Increased employee involvement with mission and strategy by integration of change projects, content strategy, activation and ambassadors programme and revitalized approach of management and employee meetings
- Extensive integrated communication for new strategy, organizational changes and cost savings
- Won Aegon award 2016 for internal branding programme: 'It all starts with attention'
- Silver at The World Media Festival for internal awareness video's

Education

2004

Post-Bachelor, Communication management, NCOI

1993-1997

Bachelor, Communication & Management, incl. NIMA-A, Utrecht University of Applied Sciences

Additional education

- Twisted organisations, Logeion (2018)
- The living brand, Logeion (2018)
- Stakeholder engagement, Bureau Strategisch Implementeren (2018)
- The impact of reputation management on successful organizations, Logeion (2017)
- Creative communication strategies, Logeion (2017)
- Female Leadership Journey, Lab for Leaders (2016)
- Executive International Master of Science in Corporate Communication, RSM Erasmus University (2014)
- Branding, positioning and segmentation, ISBW (2011)
- To change is to communicate, Ris Consultancy (2009)
- Personal strength, Boertien Training (2007)
- Understanding Influence, Bureau Zuidema (2006)
- Internal communication in a changing environment, Van der Hilst (2005)
- Internet, intranet and multimedia (web editor), Letric (2002)
- Communication in a changing marketplace, North-western University (2001)
- Banking fundamentals, NIBE (1998)

Certification

NIMA 'Senior Communication Professional' (international acknowledged quality trademark of the European Marketing Confederation)

Professional experience (continued)

(Interim) Communication Strategist, AEGON NON-LIFE INSURANCE ■ 4/2013-5/2015

Responsible for internal/external communication on non-life and income insurance. Key assignments:

- Advise and coach management on communication issues
- Create and (jointly-)execute strategic internal/external communication plans
- Coach all-round communication manager and coordinate his activities

Result:

- High conversion rate of private home insurance to new terms and conditions and other platform, after communication with customers and agents
- External introduction 'A Healthy Approach', new income insurance concept
- Integrated communication organizational changes and sales initiation for business unit enterprise non-life insurance

(Interim) Senior Internal Communication Manager, TATA STEEL ■ 4/2012-1/2013

Assignment: Develop and implement 'one company' internal communication strategy in an organization of approximately 33,000 employees across the UK, the Netherlands, Germany, Belgium and France, while working for a new corporate communication department in a matrix organization.

- Create and (jointly-)execute communication strategy for change programmes
- Coordinate town hall meetings for approximately 2,000 employees across three countries and organize recurring management calls
- Recruit, coach and review content strategist/copywriter
- Manage brand guidelines and internal communication budget

Result:

- More efficient and effective communication by process and channel redesign (e.g. bi-annual town hall meetings for employees, monthly CEO calls and e-magazine for managers) following research

Senior Communication Manager, ABN AMRO ■ 11/2010-10/2011

Responsible for Commercial & Merchant Banking's advertising campaigns for TV, radio, print and online. Key assignments:

- Advise Marketing on proposition and target audience research
- Check and complete marketing briefings
- Manage advertising agency
- Determine media and channel mix in collaboration with Media
- Coordinate concept research and monitor campaign results in collaboration with Market Research
- Manage production of in-store materials by Traffic & Production

Result:

- Launched TV/online commercial in latest ABN AMRO branding called '[Starten anno nu](#)' (link to YouTube, commercial in Dutch)

Senior Communication Adviser, ABN AMRO PRIVATE BANKING ■ 1/2007-10/2010

In merger programme with MeesPierson responsible for

- developing internal communication plans (e.g. announcing new management)
- aligning content and timing of communication other business units
- coordination and execution ongoing communication (e.g. customer letters)

Additional assignments:

- Develop and execute internal/external communication strategy
- Develop and coordinate PR- and media plans
- Coordinate quantitative research brand awareness and brand positioning
- Advise managing director, management, head office and branch offices on communication issues
- Manage communication portfolio (e.g. interviews) for managing director and director HR
- Introduce new customer promise in collaboration with Marketing
- Editor-in-chief of monthly newsletter for customers
- Develop and communicate vision and mission of communication department

Result:

- Successful plan of action for promoting Euromoney Award during credit crunch; honourable mention in Marketing Tribune: "So far this year's most beautiful banking advert: ABN AMRO Private Banking's advert."

Roles

- Change agent
- Observer
- Sparring partner
- Independent team player
- Coach
- Thinker and doer

Characteristics

- Determined
- Inquisitive
- Constructive
- Reliable
- Connecting
- Attentive

Languages

Dutch | English

Interests

Interior styling | Vocal theatre | Personal development | Travel | Rotary | Writing | Drawing | Running

Professional Experience (continued)

Internal Communication Manager, ABN AMRO SERVICES ■ 1/2005-12/2006

Key assignments:

- Develop internal communication strategy for Operations Transaction Banking
- Advise management on (change) communication
- Develop and implement internal client focus campaign
- Launch and implement global efficiency programme
- Coach and review two communication officers
- Identify strategic key messages various business units
- Initiate and develop effective/creative communication tools (e.g. wall-paper and intranet)

Head of Communication, ROYAL SWETS & ZEITLINGER ■ 11/2001-12/2004

Project lead for

- house style redesign for holding and business unit
- name change of business unit and developing its mission and market positioning
- developing new communication tools, such as intranet and internet sites

Additional assignments:

- Develop and implement internal/external and online/offline communication strategy
- Provide management board with communication advice and support
- Coach and review editor and traffic coordinator
- Build communication platform between branches in 23 countries
- Develop customer magazine, website, intranet, annual report, conference booths
- Write press releases, brochures and online content
- Manage communication budget

Communication Adviser, ABN AMRO GLOBAL TRANSACTION SERVICES ■ 6/2000-10/2001

Key assignments:

- Develop and execute internal/external communication and PR plans
- Analyse and report on market trends
- Write, publish and distribute internal publications
- Develop external marketing, training and presentation materials
- Event support
- Implement and manage brand guidelines

Product Manager, ABN AMRO GLOBAL TRANSACTION SERVICES ■ 8/1998-5/2000

Responsible for development and (b2b) marketing of global cash management system

Trainee Corporate Staff, ABN AMRO ■ 1/1998-9/1998

- Internship ABN AMRO Sales Support Systems, Business Unit the Netherlands
- Internship ABN AMRO Venray, Business Unit the Netherlands

Communication adviser, NS STATIONS AMERSFOORT ■ 6/1997-12/1997

References

Please check mariannesassen.nl, my LinkedIn profile, or contact me for more details on these references:

Kirstin Simons

Client

ESSENT/INNOGY

Mariëlle Bevers

Manager

AEGON

Gaby Nedeski

Manager

AEGON

Marieke Schapers

HR Manager

AEGON

Roland van Maanen

Manager

ABN AMRO

Nancy Bulsink

Manager

ABN AMRO PRIVATE BANKING

Arjen Oudheusden

Manager

ROYAL SWETS & ZEITLINGER