

# Marianne Sassen

Senior Communication Consultant

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Nationality: Dutch



Marianne  
communiqueert

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

As an interim Senior Communication Consultant I would therefore like to contribute to the internal communication of an organization to connect the identity to the positioning and reputation (internal and employer branding), and to facilitate (cultural) changes required because of e.g. reorganizations and mergers (change communication).

## Summary

### Professional Experience

<b>ESSENT</b> (Interim) Project Manager Internal Communication	■ 2018 – now
<b>AEGON</b> Senior Communication Manager Internal Branding	■ 2015 – 2017
<b>AEGON</b> (Interim) Communication Strategist	■ 2013 – 2015
<b>TATA STEEL</b> (Interim) Senior Internal Communication Manager	■ 2012 – 2013
<b>ABN AMRO</b> Senior Communication Manager	■ 2010 – 2011
<b>ABN AMRO PRIVATE BANKING</b> Senior Communication Adviser	■ 2007 – 2010
<b>ABN AMRO</b> Internal Communication Manager	■ 2005 – 2006
<b>SWETS &amp; ZEITLINGER</b> Head of Communication	■ 2001 – 2004
<b>ABN AMRO</b> Communication Adviser	■ 2000 – 2001
<b>ABN AMRO</b> Product Manager	■ 1998 – 2000
<b>ABN AMRO</b> Trainee Corporate Staff	■ 1998 – 1998
<b>NS STATIONS AMERSFOORT</b> 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) Project Manager Interne Communicatie, ESSENT ■ 1/2018 - now

I am responsible for internal branding and cultural change projects at Essent for the innogy brand.

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

Part of my responsibility is to own the communication strategy for a companywide cultural change programme and head up the internal communication team.

- Develop and execute the communication strategy and communication plan for a key change programme and for internal branding
- Unite cross-company behavioural change projects e.g. new ways of working, cost control, internal control, security, privacy and vitality (project team of twelve)
- Advise and support projects introducing new ways of working and awareness regarding internal control (doing so in agile teams)
- Contribute to employer branding and employee journey in collaboration with the company's human resources department
- Create and (jointly-)execute communication plans for various internal projects
- Advise and coach executive teams and management teams on all aspects of professional communication
- Supervise research on internal communication and internal branding
- Develop and introduce a communication app and contribute to the company's 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 Aegon-wide messaging on mission and strategy
- Manage the budget for internal communication and internal branding

#### Results:

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

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

I was responsible for all in- and external communication on non-life and income insurance.

- Advise and coach Damage Insurance management team on all aspects of professional communication
- Create and (jointly-)execute of strategic integrated internal and external communication plans
- Coach the all-round communication manager and coordinate his/her activities

#### Results:

- High conversion rate of private home insurance to new terms and conditions and new platform, after successful communication with customers and agents
- External introduction of 'A Healthy Approach', a new concept for income insurance
- Integrated communication for organizational changes and sales initiative for 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 and communication plan for organizational change programmes
- Coordinate town hall meetings for approximately 2,000 employees across three countries and organize management calls
- Recruit, coach and review content strategist/ copywriter
- Manage brand guidelines and the internal communication budget

## Education

2004

Post-Bachelor, Communication-management, NCOI

1993-1997

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

## Additional education

- The impact of reputation management on successful organizations, Logeion (2017)
- Creative communication strategies, Logeion (2017)
- Female Leadership Journey, Lab for Leaders and Micro credit for Mothers (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)

## Certificering

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

## Professional experience (continued)

### Results:

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

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

At ABN AMRO Commercial & Merchant Banking I was responsible for advertising campaigns for TV, radio, print and online. My role in developing these campaigns was to:

- advise the marketing department on the details of the company's proposition and its target audience research
- check and complete marketing briefings
- manage the advertising agency (e.g. (de)briefings, creative concepts)
- determine media and channel mix in collaboration with the media department
- coordinate concept research and monitor campaign results in collaboration with the market research
- manage production of in-store materials by the traffic and production department

### 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 ABN AMRO Private Banking and MeesPierson's merger programme I was responsible for:

- developing internal communication plans (e.g. announcing the new management team)
- aligning content and timing of communication with other ABN AMRO business units
- coordination and execution of ongoing communication such as customer letters

### Additional assignments

- Develop and execute internal and external communication strategy and communication plans
- Develop and coordinate PR- and media plans
- Coordinate quantitative research on brand awareness and brand positioning
- Advise managing director, management team, head office and branch offices on all aspects of professional communication
- Manage communication portfolio (e.g. interviews) for managing director and director human resources
- Introduce new customer promise (e.g. corporate brochure) in collaboration with the company's marketing department
- Editor-in-chief of the company's monthly newsletter for customers
- Develop and communicate vision and mission of the company's communication department

### Result:

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

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

Key assignments for internal client Operations Transaction Banking:

- develop internal communication strategy and communication plan
- advise management pro-actively on (change) communication
- develop and implement internal campaign: 'client focus'
- launch and implement global efficiency programme
- coach and review two communication officers
- identify strategic key messages from various business units
- initiate and develop effective and creative communication tools (e.g. intranet site)

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

Project lead for:

- house style redesign for the company's holding and business unit
- name change of one of the company's business units 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 and plans
- Provide management board with communication advice and support
- Coach and review editor and traffic coordinator
- Build communication platform between branches in 23 countries

## Roles

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

## Characteristics

- Determined
- Inquisitive
- Constructive
- Reliable
- Connecting
- Attentative

## Languages

Dutch | English

## Interests

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

## Professional Experience (continued)

- Develop customer magazine, website, intranet, annual report, conference booths etc.
- 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 and external communication plans
- develop and execute PR activities (e.g. press releases, interviews)
- analyse market trends to guide projects
- write, publish and distribute internal publications (e.g. newsletters, intranet)
- develop external marketing-, training- and presentation materials (e.g. brochures)
- event support (e.g. conferences, roadshows)
- implement and manage ABN AMRO brand guidelines

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

*In this role, I developed and marketed global cash management product 'BankStation International'.*

#### Key assignments:

- develop internal and external marketing and training materials
- organise product meetings and end-user meetings
- organise and conduct training for the company's commercial departments
- identify the need for new product functionality and develop and implement it
- answer queries and investigate product issues

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

For ABN AMRO Sales Support Systems, Business Unit the Netherlands, I worked on speech recognition for a voice guided telephone service for investors: 'Beleggingslijn'.

At ABN AMRO Venray, Business Unit the Netherlands, I provided general support for all day-to-day activities.

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

In this role, I provided communication advice and support for the opening of Amersfoort's new railway station.

## References

Please check

mariannecommuniqueert.nl, my

LinkedIn profile, or contact me for

more details on these references:

### 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