

# Marianne Sassen

Senior Communication Consultant

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**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

<b>ESSENT/INNOGY</b> (Interim) Senior Internal Engagement Manager	■ 2018 – 2018
<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) 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

**(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

## Education

2004

Post-Bachelor, Communication-management, NCOI

1993-1997

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

## Additional education

- 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 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)

## Certification

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

## Professional experience (continued)

### (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

#### Results:

- 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 (e.g. backplannings, (de)briefings, creative concepts)
- 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 (e.g. corporate brochure) 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."

### 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 and creative communication tools (e.g. intranet site)

## 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)

**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 plans
- Develop and execute PR activities (e.g. press releases, interviews)
- Analyse and report on market trends
- 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 brand guidelines

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

*Responsible for development and (b2b) marketing of global cash management system BankStation International. Key assignments:*

- Develop internal/external marketing and training materials
- Organise product meetings and end-user meetings
- Organise and conduct training for commercial departments
- Identify need for, develop and implement new product functionality
- 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**

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