

# HESTER BOSMA

## PRODUCT & TRANSFORMATION DIRECTOR

### PROFILE

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-  [www.hesterbosma.com](http://www.hesterbosma.com)
-  Dutch/Swiss national

### SKILLS

- Shape Product Vision
- Lead & Coach Teams
- Align Stakeholders
- Transform Businesses
- Achieve Measurable Impact
- Innovate Business Models
- Facilitate Strategy Sessions
- Uncover Customer Value
- Master Project Management
- Communicate with Impact

### CERTIFICATION

Project Management Professional -  
PMP, 2025

Design Thinking Practitioner &  
Facilitator - LUMA Institute, 2017 &  
2022

Scaled Agile Program Consultant  
(SPC4) — Scaled Agile, 2017

Scrum Master & Product Owner —  
Scrum Alliance, 2014–2015

### PROFILE

"I help organizations turn strategy into outcomes by connecting vision, people, and execution. With over a decade of experience leading teams and shaping customer-centric products across Europe, I create clarity, alignment, and measurable business impact."

### EXPERIENCE

#### FREELANCE SENIOR PRODUCT CONSULTANT & COACH

Acend ([www.acend.com](http://www.acend.com)) | 2025 - Present

- Led product and leadership engagement for global pharmaceutical company to strengthen product thinking and outcome orientation.
- Coached marketing and sales teams to define customer value and deliver measurable results.
- Supported senior leaders in building a culture of collaboration and accountability.

#### FREELANCE FACILITATOR, CONSULTANT & COACH

[www.hesterbosma.com](http://www.hesterbosma.com) | 2024 - Present

- Designed and facilitated product offsites that clarified product vision, priorities, and execution roadmaps.
- Partnered with executive teams to strengthen product mindset and outcome orientation.
- Defined OKRs and governance structures that increased leadership alignment and focus by 50%.

#### DIRECTOR INNOVATION & CONSULTING /LEADERSHIP TEAM

TBWA Zürich | May 2023- December 2023

- Founded and scaled TBWA's product innovation practice, combining foresight, customer insight, and design thinking.
- Defined new productized offerings and growth propositions, doubling consulting revenue in 12 months.
- Mentored multi-disciplinary teams to deliver measurable client outcomes and cross-functional collaboration.

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### EDUCATION

#### MSC. CORPORATE ENTERPRENEURSHIP & INNOVATION MANAGEMENT

Lund University, Sweden  
2011 - 2012

#### BBA INTERNATIONAL BUSINESS MANAGEMENT

Hanze University of Applied Science,  
the Netherlands  
2007 - 2011

### LANGUAGES

Dutch - Fluent  
English - Fluent  
German - Fluent  
French - Intermediate

### TALKS & PANELS

#### SPEAKER & PROGRAM LEAD

World Tourism Forum: next generation  
leader - 2019 & 2022

#### JURY MEMBER

Best of Swiss Apps Awards -  
innovation category - 2021

#### GUEST LECTURER

Business model innovation, various  
universities, 2019 - current

#### CUSTOMER VALUE STRATEGIST

Microsoft | September 2022 - May 2023

- Developed frameworks embedding customer value in product strategy and enterprise sales engagements.
- Delivered value-based workshops aligning technology solutions with measurable business outcomes.
- Authored a global playbook adopted by 350+ Microsoft professionals to standardize customer-centric practices.

#### SENIOR MANAGER BUSINESS TRANSFORMATION

EY | January 2019 - March 2022

- Led multi-market transformation programs combining product innovation, strategy, and organizational design.
- Launched a B2C digital venture generating CHF 1 million in the first year.
- Built EY's regional innovation community to scale product-centric practices across 20+ countries.

#### INNOVATION DESIGN LEAD

Accenture | September 2015 - December 2017

- Directed digital product transformation programs across healthcare, travel, and consumer sectors.
- Managed 50+ cross-functional experts delivering large-scale omnichannel platforms.
- Served as interim Product Owner, aligning post-merger integration and roadmap execution.

#### PRODUCT OWNER

TUI Group | April 2014 - September 2015

- Owned the product roadmap for TUI's pan-European e-commerce platform.
- Unified customer journeys across markets, increasing online bookings and delivery efficiency.
- Strengthened collaboration between design, tech, and market teams for faster iteration.

#### INTERNATIONAL LEADERSHIP GRADUATE

TUI Group | September 2012 - April 2014

- Completed competitive 18-month rotation in product management and innovation.
- Delivered a new hotel concept and guest experience strategy, boosting satisfaction by 30%.
- Supported cross-market initiatives connecting customer insight to operational improvement.