

HESTER BOSMA

PRODUCT & TRANSFORMATION DIRECTOR



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Switzerland



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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) | 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 | 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 ENTREPRENEURSHIP & 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 & PROGREAM 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.