HESTER BOSMA

Senior AI, Innovation & Transformation Leader

Baden, Switzerland | +41 79 904 24 64 | Dutch/Swiss national | hesterbosma@hotmail.com |
linkedin.com/in/hesterbosma | www.hesterbosma.com

SUMMARY

Senior strategy, transformation and AI leader with 14+ years driving digital transformation, organizational design, AI transformation, and business model innovation. Advised global enterprises on translating complex business challenges and emerging AI opportunities into actionable strategies, scalable operating models, and measurable business impact. Trusted C-suite advisor with a proven track record of leading cross-functional teams of 60+, scaling CHF 1M+ ventures, and driving business transformation through strategic alignment, AI adoption, and change management.

EXPERIENCE

FREELANCE CONSULTANT (AI TRANSFORMATION, STRATEGY, INNOVATION)

Founder HesterBosma consulting | Switzerland
01/2024 – Present

- Identified key AI agent opportunities in GTM organization for Dutch energy company, basis for org redesign
- Designed an IT operating model for a large utility organization to deliver AI at scale
- Advised AstraZeneca Ireland (100+ stakeholders) on value frameworks; facilitated 2 company-wide sessions
- Coached Shiftmove leadership (CEO-direct) on GTM/budgeting/OKRs across 300-person org

DIRECTOR INNOVATION & CONSULTING / LEADERSHIP TEAM

TBWA Switzerland | Switzerland
05/2023 – 12/2023

- Built first productized innovation offering (concept → client-ready in 3 months)
- Coached teams across 5 competitive pitches embedding innovation capabilities
- Authored AI strategy report shared with TBWA global leadership

CUSTOMER VALUE STRATEGIST

Microsoft | Switzerland
09/2022 – 05/2023

- Developed frameworks embedding customer value in product strategy and enterprise sales engagements.
- Delivered multiple 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 TRANSFORMATION & INNOVATION (Promoted from Manager)

EY | Switzerland
01/2019 – 03/2022

- Led CHF 1M+ B2C venture from validation to revenue in 18 weeks; led 10-person team
- Directed Hilti global content strategy (CMO-direct); 5 design sprints, 250+ clients
- Built EY Europe/Asia design-led innovation community (100+ experts) ; coached team development while contributing to business development through pitch creation and delivery.

MANAGEMENT CONSULTING MANAGER (promoted from consultant)

Accenture | London UK & Dublin Ireland
09/2015 – 12/2017

- Turned around Boots/Walgreens omnichannel project; restructured backlog and realigned 60+ person team (client/Accenture/external vendors) to deliver on-time/on-budget after inheriting struggling program.
- Delivery lead with technology strategy team for global tourism industry player, combining product delivery with strategic alignment across complex stakeholder ecosystem.
- Seconded to Accenture's The Dock (Ireland) as Innovation Design Lead; facilitated C-level innovation workshops for Lufthansa, Transavia, Novartis.

PRODUCT OWNER
TUI | Germany
04/2014 – 09/2015

- Owned the product roadmap for TUI's pan-European e-commerce platform across 10+ countries.
- 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 | Across Europe
09/2012 – 04/2014

- 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.

CERTIFICATION

- Project Management Professional (PMP), PMI – 2025
- Scaled Agile Program Consultant (SPC4), Scaled Agile – 2017
- Scrum Master & Product Owner, Scrum Alliance – 2014–2015
- Design Thinking Practitioner & Facilitator, LUMA Institute – 2017, 2022

EDUCATION

MSc Corporate Entrepreneurship & Innovation Management
Lund University, Sweden | 2011 – 2012

BBA International Business Management
Hanze University of Applied Sciences, Netherlands | 2007 – 2011

LANGUAGES

English (Fluent), German (Fluent), Dutch (Fluent), French (Intermediate)

ADDITIONAL

World Tourism Forum – Next Generation Leader (2019, 2022)
Guest Lecturer – Business Model Innovation (2019–Present)
Jury Member – Best of Swiss Apps Awards, Innovation Category (2021)