



Hester Bosma

Hands-on project manager, leadership facilitator, and consultant with over a decade of experience in strategy, digital transformation, innovation, and leadership development. Adept at managing complex, cross-functional projects, aligning diverse stakeholders, and driving measurable results. Fluent in English, Dutch, and German, with full working proficiency across European markets.

hesterbosma@hotmail.com
+41 79 904 24 64
D.O.B. 24.03.1988

www.linkedin.com/in/hesterbosma
www.hesterbosma.com
Nationality: Dutch

Fluhmattstrasse 37
5400 Baden, Switzerland
B-Permit Holder

Experience

January 2024 – Current

Freelance Leadership Facilitator | www.hesterbosma.com

- Design and facilitate impactful leadership offsites to define strategic priorities, unlock innovation potential, and foster collaboration.
- Partner with clients to translate vision into actionable outcomes, driving organizational alignment and team performance.

Key Achievements:

- Facilitated a strategic offsite that resulted in alignment on product strategy post-merger, the basis for the company strategy towards VC exit.
- Enabled a leadership team to achieve consensus on their annual roadmap, budget and company OKRs, reducing making it >50% more efficient to previous cycles.
- Guided a leadership team to achieve alignment through a cultural manifesto, including clear actions to lead by example.

May 2023 – December 2023

Director, Innovation & Consulting | Member of Leadership Team | TBWA Zürich

- Built and launched an innovation consulting practice, combining deep customer insights with strategic foresight and design thinking for TBWA Switzerland's "Shift" program.
- Provided thought leadership on AI use cases, shaping the future direction of creative agencies within the TBWA global network.
- Collaborated closely with the strategy and design teams to enhance client scope to achieve high-impact outcomes extending the traditional creative agency offering.

Key Achievements:

- Increased consulting revenue by 100% through the creation of tailored innovation offerings.
- Supported global dairy producer to identify new business model opportunities toward their 5-year revenue goals while fostering stronger cross-department collaboration.

September 2022 – May 2023

Customer Value Strategist | Microsoft Switzerland

- Developed global standards and best practices for Microsoft's digital advisory teams, aimed at enhancing sales quality through customer-centricity.
- Facilitated client workshops that empowered sales teams to better understand customer needs and improve solution delivery and sales.

Key Achievements:

- Coached account teams to close high-value deals by aligning customer objectives with Microsoft's technology solutions.
- Implemented new workshop toolkit for 350 sales professionals globally.

January 2019 – March 2022

Senior Manager Innovation & Transformation | EMEA design-led innovation lead | EY Switzerland

- Sold and delivered large-scale client projects focused on innovation, organizational design, and digital strategy.
- Built a regional innovation community to support teams across EMEA in embedding innovation into client engagements.

Key Achievements:

- Led a global content strategy initiative for a leading tool manufacturer, involving 5 workstreams, a 20-person core team, and 250 stakeholders, achieving a 50% efficiency improvement.
- Developed and implemented an agile transformation strategy for a global bank’s new business team, resulting in the creation of customer-centric banking solutions for HNW individuals.
- Led identification and implementation of a new digital B2C business model for a large dairy producer exceeding 1M CHF revenue in year 1.

September 2015 – December 2017

Management consulting manager | Innovation Design lead | Accenture UK & Ireland

- Directed digital transformation programs, including a successful omnichannel healthcare initiative leading a team of 50+ developers, designers & business stakeholders (on- and offshore) (budget 3m +) .
- Served as interim Product Owner for a global online accommodation provider, integrating post-merger content across platforms.

Key Achievements:

- Turned around a severely behind project, delivered it on time, within budget and agreed scope through a new team set up, improved collaboration, streamlined project management and pragmatic agile methodologies.
- Enabled a seamless integration process for a major merger, minimizing disruption to customers and stakeholders.

April 2014 – September 2015

International Product Owner | TUI.com Germany

- Managed multiple scrum teams and stakeholders to develop a Europe-wide e-commerce solution.
- Led cross-border collaboration to deliver a unified platform serving diverse customer needs.

Key Achievements:

- Launched a multi-market platform, increasing online bookings whilst reducing development effort across individual TUI companies significantly.
- Improved team productivity through effective stakeholder alignment and agile implementation.

September 2012 – April 2014

International Leadership Graduate | TUI Group Europe

- Completed a competitive 18-month rotational program with five high-impact assignments across Europe.

Key achievements

- Developed a new hotel concept in the Netherlands, enhancing customer satisfaction.
- Created an in-destination innovation strategy in Spain, leading to a 30% increase in guest engagement.

EDUCATION

MSc. Corporate Entrepreneurship & innovation management
Lund university, Sweden
2011 – 2012

BBA International Business management
Hanze University, the Netherlands
2007 – 2011

CERTIFICATION

Project Management Professional (PMP)
Project Management Institute, 2025

Design thinking training & facilitator
Luma Institute, 2017 & 2022

Scaled agile certified program consultant (SPC 4)
Scaled Agile, 2017

Scrum Master
Scrum Alliance, 2015

Product Owner
Scrum Alliance, 2014

LANGUAGES

Dutch: native speaker

English: fluent

German: full working proficiency

French: intermediate

EXTRACURRICULAR

Speaker and program lead “Next Generation Leader” at World Tourism Forum (2019 & 2021)

Guest lecturer on business model innovation, several universities (2019 – 2022)

Jury member “Best of Swiss app awards” category innovation (2021)