

HESTER BOSMA

Senior Product, Innovation & Transformation Leader

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SUMMARY

Senior product and innovation leader with 12+ years driving digital transformation, venture building, and business model innovation for Fortune 500s (Microsoft, EY, Accenture, TUI). Expert in product strategy, roadmapping, GTM execution, OKR definition, design sprint facilitation, and customer discovery. Proven scaling CHF 1M+ ventures from concept validation through revenue generation while leading cross-functional teams of 60+. Trusted C-suite advisor specializing in organizational transformation, stakeholder alignment, change management, and strategic planning across matrixed, multinational environments.

EXPERIENCE

FREELANCE SENIOR PRODUCT STRATEGIST & COACH

Founder HesterBosma consulting | Switzerland

01/2024 – Present

- 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
- Led Proton C-suite offsite establishing cultural manifesto foundation

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)