



NICK MASTENBROEK

DRIVING DIGITAL INNOVATION

INTRODUCTION

I'm an experienced (project) manager on the intersection of business, tech and society. With a sharp mind, a lot of energy and an open, approachable attitude I inspire others around a common cause, bring order in complexity and accelerate change.

OTHERS ABOUT ME

"Nick's genius is his ability to spot opportunities to create impact in many different situations. His warm personality and drive help convert a first idea into a project. Nick has a great way of involving others (colleagues, clients, and whomever he needs) in projects and opportunities - bringing structure, fun, power, a critical eye and tons of energy to the table!"

- Pieter Paul van Oerle, Founder nlmtD

"Nick is a creative whirlwind that improves anything in it's way. He comes in with loads of energy, gets the ball rolling and starts things up. We really did a lot in a single year, much more than previous years, and a lot of that can be attributed to him."

- Dick van Egmond, fellow board member at Route66 in 2015

WORK EXPERIENCE (1/2)

NLMTD | 2019 – PRESENT

Innovation Consultant (2019-Present)

- Consulting aimed at futureproofing clients with focus on scale ups and digital innovation.
- Facilitating workshops on topics such as strategy, product development and stakeholder alignment.
- Leading 'Change Team' aimed at improving internal processes and ways of working.
- Part of core team developing a new practice aimed at helping clients innovate towards zero emissions.

BASWARE | 2013 – 2018

Lead Consultant (2017-2018)

- Helping clients formulate strategies for digitalization and ecosystem activation.
- Leading internal and external project teams.
- Implementing a €2 million support system used by >19.000 users within six month with a team of six.

Manager Activation Services (2016-2017)

- Internally leading an international team in Belgium, Netherlands & France.
- Externally working on presales for opportunities of >500k and handling escalations.
- Winner Strategy Award 2016 for creating best department strategy.

(Sr.) Program Specialist (2013-2016)

- Project management of 'activation campaigns' aimed at onboarding new users to our platform.
- Qualifying enterprise sales leads and closing sales of SMB products.
- User researcher in a team developing a new business platform used by >1 million companies.
- 3-time winner Special Achievement Award.

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OTHER ACTIVITIES

STARTUPS & INNOVATION Odyssey
Momentum: SSI Track Mayor

- Hack the Crisis: Mentor (and follow-up track with two startups afterwards)
- Impact Hub: Startup trainer
- Forward Incubator: Startup coach
- Member of Kula, a network of young innovators and entrepreneurs

SOCIETY

- Former president Route66 (talent program Dutch Democratic Party)
- Co-author D66 Tech vision
- Initiator circularity campaign 'Goed Gemaakt'

FUN FACTS

- Built multiple websites such as a tool to share juicy info for 'Sinterklaas' poems
- Semi-finalist high school debating competition 'Op weg naar het Lagerhuis'

EXPERTISE

- Project, team & change management
- Digital innovation
- Product & service development
- Workshop facilitation and design

INDUSTRIES

- Public sector
- Tech
- Scale ups
- Energy

PERSONAL INTERESTS

- Sports (wind surfing, swimming, kick boxing), website development, reading.
- Favorite (non-Dutch) podcasts: Pivot, Wired, Decoder, 99 percent invisible, Planet Money, Workshop Work.

WORK EXPERIENCE (2/2)

Program Manager

LOKAALMONDIAAL | 2012 – 2013

- Organizing a training program for young foreign journalists.

Co-founder

GLOPINION | 2010 – 2011

- Creating a poll based social media website with a founding team of four.
- Focusing on product: features and design.

EDUCATION AND CERTIFICATES

MA DIGITAL MANAGEMENT, [Hyper Island](#) | 2022

Program on how to drive change by taking a fresh approach to problem solving, design thinking, business transformation and leadership.

RETHINK BUSINESS – LEAD DIFFERENTLY, [GrowthTribe](#) | 2021

Explores best-practices for leaders to navigate uncertainty by using data and experimentation.

SCRUM MASTER (PSM I), [SCRUM.ORG](#) | 2020

Certificate holders understand Scrum as described in the Scrum Guide and how to apply it.

LEADING GROUPS, [MISCHIEF MAKERS](#) | 2020

Teaches techniques and mindset you need to design workshops, host events, manage meetings and lead groups, online, offline and hybrid.

MA INTERNATIONAL RELATIONS, UTRECHT UNIVERSITY | 2011

Internship at International Business Directorate at the Ministry Economic Affairs.

BA HISTORY, UTRECHT UNIVERSITY | 2009