



## Alfred Jansen

Available for projects at the level of senior communications manager/adviser

In addition to strategic communications activities, I'm also offering photography and creative services (text, graphic design, media and events production).

### Online

<https://alfred-jansen.com>

### Making connections

Making connections is at the heart of what I do. I am convinced that communication always plays a central role in the sustainable growth of an organization. Openness, integrity and diversity are my core values. So, what can you expect from me?

### Skills set

- communications knowledge and skills (including writing, photography and graphic design) because they are elementary and fun;
- strategic insight into how different types of organisations operate, their internal and external target groups and markets;
- and a high dose of enthusiasm, experience and perseverance that I love to share with anyone who, like me, never stops growing.

I have a couple of specializations – such as automotive, transport, logistics (B2B), ICT, GDPR/Privacy, tourism and inclusivity – but first and foremost, I'm a target-oriented communicator. Which means I can handle a wide range of organisational issues – no matter how complex – at any level. I deliver fresh insights and results. No blabla.

I like to work for companies, institutions or organizations that put people first in whatever they do.

Finally, let me give you a couple of relevant tag words: international, internal, communication, marketing communication, public relations, strategy, change management, diversity, expertise, hands-on, and above all: collaborate and connect!

## Work experience

### From September 2018: continuing with international senior focus in Lisbon

I'm available only for value-adding communications projects on senior level (please check my website, my profile on LinkedIn or contact me for more information). I'm interested in specific projects on a part-time basis (generally 1 or 2 days per week). As of mid-2018 based in Lisbon, Portugal.

International projects are welcome. For short-term availability, please e-mail me at [alfred@alfred-jansen.com](mailto:alfred@alfred-jansen.com) or +351 936 814 043.

### June 2017-September 2018: Rotterdam, the Netherlands (senior consultant)

Full communication support on both strategic and practical implementation of Information Security for a complex and highly sensitive healthcare organisation. Dealing with both the new European privacy legislation (GDPR) and the certification of the organisation to #NEN7510 level, both to be delivered in 2018. Developing Social Media guidelines and training for employees and clients.

Full communication (internal and organisational) support of the ICT and staff departments.

### 2015-2017: Lisbon, Portugal (sabbatical)

From August 2015 till May 2017 in Portugal I took a creative sabbatical. I was hired as a commercial model at Elite Lisbon and did freelance photography. Used my time to transform the diversity platform Open Mind Rotterdam to a multimedia project focusing on inclusivity and talent development: the B1 project.

### 2009-today: Communication, public relations and events (senior consultant)

Since 2009 I've been a communications consultant for various companies, organizations and governments. In addition to the strategic communications services I've always been producing, developing and designing (online, offline and social) media.

This period has seen an increase in organizing events for various organizations, such as the development of the 'Open Mind Rotterdam' diversity platform. I also got involved in events that focus on complex social issues and talent development, for organisations like TEDxRotterdam, the Rotterdam Expertise Centres, COC Rotterdam and the Dutch HIV Association.

### 2000-2009: Manager Corporate Communication Royal Vopak

Next to building the then new Vopak brand and setting up of the corporate communications department, I became the communications advisor to the Board of Directors and Division Presidents focusing on media/press and identity/reputation/crisis management. Not only have I been responsible for policy, but also for global, divisional and HQ internal communication, producing all global corporate media.

### 1996-2000: independent (Motive PR)

Production of media (this is the period in which online media started booming!) and supporting various companies in implementing their communication. I am also hired to supervise accounts on behalf of leading agencies, particularly in the automotive sector, such as Readershouse Amsterdam and Van+Van Publicity Maarsse (account management, consultancy, editorial). Other customers include Hitachi Construction Machinery Europe and the RAI department Motorized Two-Wheelers.

### 1995: Public Relations Manager Daewoo Motor Benelux BV

A (then) new car brand with great ambitions, Daewoo asked me to develop the PR activities and implement it during their start-up phase, including all tools and networking. This challenge also included the support of the dealer organisation in their communication, the complete press handling and the support of the management team (spokesperson).

### 1986-1995: independent (AJAP)

I started in (automotive) journalism, which from the beginning included international publications. To Dutch readers, these names are well known: Panorama, Wereld op Wielen, BOVAG, KNMV, MKB Netherlands. Internationally I worked for major titles in England, Germany, Switzerland, Japan and the United States. I am the author of 7 motoring books.

## Education and specialisations

2017/2018: specialising in ICT media and Information Security (European GDPR level) and social media policies

2016/2018: classes in Portuguese language

2010/2011: training in social media

2009/2011: training in professional photography

2007/2009: training in Adobe Photoshop, Illustrator, InDesign

2004/2015: ongoing research into Diversity Management - focus on communication

Modules of Master of Design Management (MDM) studies at InHolland Hogeschool Rotterdam (2004)

An introduction to Design Management, The Power of Design, Strategic Management, Strategic Design Management

Open Universiteit (training modules Business Administration 1995-1999), certificates in:

Marketing, Orientation in Business Administration, Introduction in Production Management, Personnel Management, Organisation & Management

Certificate NGPR-A (1990) (Public Relations)

Dental School, University of Groningen (1981-1988)

Civil service: officer's training Air Defence Artillery (1980-1981)

Secondary school: Gymnasium B (1979)

## Languages

Native speaker/writer in English and Dutch

Near-native in German

Basic in French and Portuguese

## Volunteer positions

2016-now: founder at B1 Projects (inclusivity)

2013-2015: secretary COC Rotterdam e.o. (LGBT support group)

2014-2015: founder 'Macaroni Club' (talent development diversity)

## Other favourite activities

My kids, photography, design, writing, the B1 project (diversity/inclusivity), fashion, fitness.

## My Manifesto

