

Joep Wijman Resume

Joep Wijman is the president of WijmanCoaching and holds a Masters degree in Organization Psychology from the University of Amsterdam.

Throughout his career he has been leading and coaching organizational change, strategy implementation, process management, marketing capability improvement, knowledge management and educational programs. He has done all this effectively with one of the worlds leading electronic companies and wants to make that expertise and experience available to other corporations.

Joep has 30 plus years experience spanning many functions and continents, and he is an expert in dealing with multi-cultural groups.

In the 1970's Joep held a position at the University of Amsterdam and co-led research on the effectiveness of organizational change strategies.

He then moved to the AMRO Bank in 1978 to design and lead organizational change and to develop socio-technical systems in the context of major information projects. This included the recommendation on information and labor policies to the Board of Management.

After joining Royal Philips Electronics in 1983, Joep held management and senior consultant positions in Corporate Organization, the Consumer Electronics Division, the Components Division, Corporate Quality and Global Marketing Management.

In Royal Philips he developed restructuring, business excellence and customer orientation programs and was one of the main architects of the Centurion Change Program in the 24.000 employees Business Group Display Components. He assumed a leading role in the redesign of the Group's strategic planning and budgeting process, the innovation process, and the restructuring of the Group's global regions. He developed and implemented a new governance model for the world-wide Display Group.

Also in Royal Philips Joep co-led the project to assess and improve marketing capabilities, processes, and organization in the Components Division. Back in Corporate in 1999, he established Knowledge Management in Philips and co-created the initiative for Royal Philips to become market-driven. He implemented a tool and an on-line collaborative platform, to assess and improve marketing capabilities. Joep developed the strategy and program to deploy the new Philips Brand Positioning, and designed and executed Touchpoint master classes to deploy this. To support improving marketing capabilities and deploy the Brand Positioning, Joep developed and published a suite of 16 e-Learning modules.



WijmanCoaching

In September 2006 Joep founded WijmanCoaching, an executive consulting firm: coaching strategy implementation; modeling, programming and facilitating company wide change; improving marketing capabilities; and developing learning programs to support strategy deployment and implementing change. Some of his clients are IMS Health, Carl Zeiss, Dehora, Getronics PinkRoccade, RapidSugar and SRM.

In March 2008 Joep co-founded the BV Cluster, an innovation consulting firm focused on making Network Centric Innovation more effective and efficient.

In the nineties, next to his full time job, Joep had a consulting practice advising on change and improvement. He consulted a major Dutch Software Systems Company on a turn around from a product to a market driven organization. Based on this the company was successfully introduced to the Stock Exchange (NMAX). He facilitated the Board of Management of a major Dutch agro-consumer business to establish company objectives, which subsequently were successfully implemented.

Joep has extensive teaching experience at a post-Higher Professional Education class for commercial engineers on applied behavioral science, communications and quality. He taught at SRM-sponsored classes at NIMA-C level on R&D management and led case-oriented entrepreneurial weekends to develop marketing and business plans.

Joep has been a member of the Advisory Board of the Dutch Information Society and chairman of the Committee on Social and Organizational Aspects of Information and Automation. In the latter capacity he organized the first Dutch national conference on Electronic Funds Transfer.

He was a member of the Customer Value Network, a forum where practitioners can share information about implementing customer-value concepts in their companies.

He also was a member of the Chief Knowledge Officers Summit, a forum for exchange and learning by Chief Knowledge Officers of global Fortune 100 companies.

Joep performed as a speaker on knowledge management (KM) and marketing capabilities in professional conferences such as the EBIC 2001 (Madrid) and 2002 (Paris), the 2002 Madrid Psychologists conference on KM, and several Euroforum conferences. He also spoke on Innovation processes in the 2000 PDMA in New Orleans.

Joep is married with two sons and he loves traveling and is an avid hiker and cyclist.