

Curriculum vitae

Personalia

Name : Mirjam Boode-Nas
Address : 56, Impasse de la Rogeraie,
01170 Segny, France
Born : 1 March, 1972
Nationality : Dutch
Civil status : married, 3 kids (2 boys of 16 and 11,
a girl of 14)
Languages : Dutch (mother tongue), French, English
(professional)



About myself and what motivates me

Mirjam Boode is an all-round senior (marketing) communication consultant and specialist in stakeholder management, advocacy, science communication, and sustainability.

Over the past 25 years, Mirjam has gained experience in all aspects of communication. From strategy to execution, from storytelling to science communications, and from PR to online communication, events, and internal communication. She is used to work independently and in international project teams, also remotely. Her strong relationship skills, personal drive, political awareness and multitasking capabilities ensure good results. She is an innovative thinker and won't rest until she has found a suitable solution. She is used to work with or to create strategic frameworks, so all communication tools and projects contribute to the organisation's main messages and desired positioning.

For Mirjam, stakeholder management is a crucial tool for effective communication strategies and execution. She is used to communicate with all kinds of different target groups; from scientists, professors to the media and the citizens. She is trained to think from another's perspective and make complex stories accessible for everyone. Furthermore, she sees storytelling as an integral part of communication. The different projects of an organisation have to be told internally and externally, comprehensively and attractively, to contribute to the main messages and to establish the desired positioning. Mirjam is trained in making complex, technical issues understandable for all stakeholders. She has extensive expertise in content creation, interviews, writing, storyboards, animations, movies, press releases, and sharing stories online and offline.

Since the summer of 2018, she lives with her family in France, just north of Geneva between the Jura and Lake Geneva. "Because I want our planet to remain liveable for future generations, I am concerned about the climate and the use of our planet's resources. I am striving to change my own behavior in my private life, as well as to contribute professionally. I enjoy working as a communication consultant and project manager for organisations that want to contribute to a sustainable society by pursuing social, economic, and environmental sustainability goals. How would the world look like if every business used its power to contribute to a better world?"

Summary work history

Since 2001, Mirjam has been working as an independent (marketing) communications consultant on various assignments for, among others, the Ministry of Infrastructure and Water Management (Rijkswaterstaat), University INHOLLAND, national mail company TNT Post, The Ministry of the Interior and Kingdom Relations (Medical part of the Safety Region Haaglanden) and energy developers and companies like Eneco, Ventolines, XL Wind, E-Connection, Ampyx Power and Cooperation Zeeuwind. Often with international partners and in international project teams.

Work history

E-Connection – communication consultant 2016 – current job

Wind Farms Oosterscheldekering (2020 – current job) consists of developing and realizing several renewed and new wind farms on the Oosterscheldekering in Zeeland, the Netherlands. Mirjam is responsible for the communication strategy and execution, stakeholder management, press, and storytelling via a monthly newsletter, movies, and interviews of the construction, website, and social media.

Wind farm Bouwdokken (2016-2017) Mirjam is responsible for the communication strategy and implementation for constructing the wind farm and installing the 30 km high voltage cable connection.

In cooperation with local stakeholders, Mirjam has created: an exhibition about wind and nature, a public open day, the official opening, a sustainable online walk and bike route on the Neeltje Jans, and an educational package for local schools (<https://www.laatmaarwaaienindeklas.nl/>).

Cooperation Zeeuwind – communication consultant 2017- 2020

With its 2.700 members, the Zeeuwind cooperative wants to promote renewable energy in the province of Zeeland (The Netherlands) by developing wind and sun, searching for innovations and smart partnerships. Mirjam is responsible for the strategic communication plan, brand management, restyling, and implementation. She has renewed the visual look & feel, writes, and develops the 2-yearly magazine of Zeeuwind, takes care of the newsletter, the website, and the press. Furthermore, she is involved in the development of www.energiekzeeland.nl (to help owners create sustainable houses).

Ventolines - Environmental communication consultant Wind farm Westermeerwind 2015-2016

Westermeerwind wind farm is built in the IJsselmeer along the dikes of the Noordoostpolder. Mirjam is responsible for stakeholder analysis, communication strategy, and project communication to all stakeholders, including developing communication tools, like the website, brochures, a public open day, an educational package for local schools, a wind app to follow the production and the official opening.

GHOR (medial part) of the Safety Region Haaglanden - Communication Consultant 2015-2016

The aging population, rising health care costs, and cutbacks contribute to the fact that the provided care is not always appropriate or guaranteed. As a result, citizens often live at home with reduced self-reliance. GHOR Haaglanden took the initiative to map out reduced self-reliance to get answers regarding; How can we get more information during an incident and how can we make self-reliant and reduced self-reliant citizens aware of their role and opportunities for citizen participation? As a project group member, Mirjam is involved with stakeholder analysis, communication strategy, and means, research, etc.

Ampyx Power - (project) communication consultant 2015

Ampyx Power develops a new type of gliders (Power Plane technology), to generate wind energy without subsidies in the future. Mirjam worked with the scientists and other colleagues of Ampyx Power in order to receive EU funding to enable the development of the prototype. The scientific communications involved creating the communication strategy, action plan and positioning, brand management, and restyling of the look & feel of Ampyx Power, in order to make the technology accessible to every target audience. Mirjam has also been involved in advising the business developers in Vancouver and Sydney.

Eneco Wind - environmental communication consultant 2012-2014

As an environmental manager, Mirjam has been involved both on a strategic and tactical level with onshore wind projects during development and construction. Mirjam has also set up a Community Engagement program, which describes the way in which the environment can be involved during the development, construction, and management of a wind farm. Mirjam has been involved with Eneco Luchterduinen Wind Farm (43 wind turbines in the North Sea) as an environmental manager. At the start, the environment felt surprised and poorly informed. Mirjam has made a strategic and tactical communication plan and could change this in collaboration with the whole project team via information evenings, social media, sponsorships, environmental funds, etc. A group of involved residents arose, and the public resistance was reduced.

Eneco: environmental communication adviser gas plant, gas storage and biomass plant 2009-2013

Mirjam has been working as an environmental manager for the Enecogen gas-fired plant (Rotterdam harbor area Europoort), the Eneco Bio Golden Raand biomass power plant (Delfzijl), and the Eneco Gasspeicher gas storage facility (Germany) from the start of construction to the opening of the plants. Compared with wind energy, the environment's impact is lower, the local resistance is less, and the projects are located in less populated areas. But it's always essential to invest in a good relationship with the environment to construct and operate these assets as optimal as possible.

Ministry of Infrastructure and Water Management (Rijkswaterstaat), communication consultant for the project 'Roads to the Future' 2003-2005

Mirjam has worked with (consisting in a.o. scientists, students, professors and companies/organisations). The first step was to identify the most promising ideas after an extensive brainstorm with a lot of different (non) scientific thinkers. Those ideas were transformed into scientific experiments in order to come with solutions to contribute to solving the traffic issues in the Netherlands. The project teams had international scientific partners and also international funding. The science communication work consists of making internal and external communication plans, communication training to project teams, writing articles and press releases, producing brochures, websites, look & feels, organizing brainstorms, exhibitions to show results, consultation with market parties (as the ministry only wants to start projects to release them later to the market). Mirjam is responsible for communication around four pilot projects. The most successful project Mirjam has worked on was the 'Belonitor', which rewards car users to use their cars during hours with less traffic on the road

Overview of other freelance jobs

- **Eneco 2007-2012:** Several projects as a communication advisor: green campaign for small companies, brand management, direct mail campaigns, organization events, improving work method communication and marketing department, school contest to save energy, internal campaign to enlarge the sustainable awareness of the companies external message.
- **Medeco 2007-2008 :** Communications consultant for product introduction diabetes meter and interim Head of Communications and professionalizing marketing communication process.
- **Post Offices BV 2007:** Press officer and communication consultant
- **Ministry of the Interior: Urban Search & Rescue 2007:** communication plan
- **Centrico 2006 :** Communication plan and implementation to bring this European program to the attention of the Rijkswaterstaat and the EU summit as a contribution to a new subsidy period.
- **TNT Post 2004-2007 :** Product manager for developing various products, interim communication manager regarding monopoly reduction (Postal Act), interim press officer.
- **INHOLLAND University 2004-2008:** Several projects like organizing graduation ceremonies, relationship programs, internal communication for PeopleSoft, and for a new education concept.
- **Specsavers Opticians 2003-2004 :** Print campaign for partner recruitment for new stores.

Work history at employers (2002-1999)

- **TNT Post, The Hague** – communication consultant: Experience gained in marketing communication advice, organization of congresses, staff meetings, kick-off meetings, product introductions, etc.
- **Pluspoint & Partners, Rotterdam and Trend Reclamemakers Oud-Beijerland :** responsible for several clients as an account manager
- **MCM Foods** – as a marketing service manager responsible for brand DeepBlue (canned fish).

Education

1984-1990: VWO (comparable to A-levels high school), Guillaume Farel, Ridderkerk
 1990-1991: PABO, University of Applied Sciences, propaedeutic year teachers college, Ichthus, Rotterdam
 1991-1995: BA Communications (University of Applied Science, with focus on design & communication, economy, marketing, social sciences, media, journalism) Hogeschool INHOLLAND, Rotterdam
 1996-1997: Marketing Communication A, SRM, Rotterdam
 2000-2001: Marketing communication B, SRM, Rotterdam
 2002: Personal effectiveness training, Van Harte & Lingsma
 2006: Workshop Personal Development Plan, the Human Effect
 2008: Training coaching skills, the Human Effect
 2010: Online Marketing, University Nijenrode
 2013-2014: Workshop Strategic Environmental Management, Twijnstra Gudde
 2017-2019: Several courses to learn French (also conversation course at Cern, a week at Ceran, Spa)
Several Drivers license, Office (word, excel, powerpoint etc), Drupal, WordPress

Hobbies and voluntary work

I worked as a volunteer for two years at the Dutch organization, helping refugees in Holland (Vluchtelingenwerk) just before we left for France. In that period, I helped a Syrian family with five children weekly to help them deal with the Dutch social, administrative, school, work, etc. systems. On the weekends, I like to go into the mountains to walk with my family and dog. I also enjoy traveling, reading, skiing, concerts, and good food and drinks with friends and family.