

## CURRICULUM VITAE

### PERSONAL INFORMATION

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Date of birth: February 1<sup>st</sup>, 1982  
Place of birth: Copenhagen, Denmark  
Nationality: Dutch  
Sex: Female



### OBJECTIVE

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Yvette is leading in transition towards a sustainable and circular economy in the Netherlands. She has a strong basis in the broad sense of business operations. However, during her career she has developed a focus on the main challenge of this time: creating a sustainable economy. After 11 years of experience in various positions (project manager, consultant, head of department) within large companies, Yvette started a successful business in accelerating organizations towards a sustainable and circular business operations.

With drive and passion, she stimulates the awareness that business operations have great impact on the sustainability performance of organizations. Yvette advises organizations in forming a strong strategy and developing sustainable policies and innovative circular solutions. She is known for her approach on quantifying sustainable impact and engagement programmes. In addition, she actively participates in programmes that accelerate sustainability within large sectors, like the building and construction sector.

She is able to cover all three sustainability narratives of the Triple Bottom Line:

- people (social responsibility, community engagement, employee wellbeing, inclusive economy);
- planet (GHG protocol, environmental impact materials, biodiversity, waste and circular economy);
- profit/ prosperity (financial sustainability, green taxonomy, stakeholder engagement, value creation).

Yvette is able to deliver best practices, provide strong feedback and recommendations to any client, to help them to improve themselves on any of the three narratives of the Tripple Bottom Line (people, planet and profit/ prosperity) within real estate developments and business operations.

### COMPETENCES

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- Exploring opportunities, inspire organizations and connecting business towards a circular economy.
- Leading the transition towards a circular, sustainable and healthy build environment and building sector.
- Expert in change and implementing new concepts and business models for business operations.
- Expert in complex public private partnerships to achieve the ambitious goals of the climate agreement.
- Expert in circular procurement and supply chain management, securing sustainable progress.
- Creating movement and building enthusiasm for sustainable development goals within the organization.

### PROFESSIONAL EXPERIENCE

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2020 – present Co-founder [The 2B Collective](#) (2022-present in the role of CEO, scaling up internationally)  
We face enormous challenges. Climate change and sustainable development demands action from all of us. The 2B Collective has a proven method for behavioral change. An interactive platform to engage, inspire and activate large groups of people to think and act more sustainable. Gamification as an accelerator; competitive and fun, achieving results together. Our platform is a white-label software as a service solution for consultancy and training companies all over the world, to engage their clients on sustainability topics. Together with our licensed partners we aim to activate 2 billion people by 2030. To create a social tipping point and set a new norm for a sustainable society and economy. Let's change the world playing.

2016 – present	Co-founder <a href="#">PHI Factory B.V.</a> (2016-2022 in the role of managing partner, from 2022 a more back round role) PHI Factory is a passionate and driven consultancy firm, that supports organizations in translating sustainable and circular ambitions into practical projects and solutions. We focus on 1) achieving circular objectives within the procurement sector, non-residential construction and business operations of organizations and forming circular coalitions 2) making the impact and effect measurable and 3) inspiring and activating all employees in the organization.
2016 – 2020	Co-founder <a href="#">PHI Notes B.V.</a> (2016-2020 in the role of managing partner, sold in 2020) We invented the smart and circular notebook to show the world that a fully circular value chain can be realized. A notebook of whiteboard paper, supplemented with an app for scanning, editing and uploading your notes. PHI Notes is a fully circular product. The notebooks are made of recycled materials, ecologically responsible, no toxic substances are released during the production and all materials can be fully returned to our cycle after use.
2005-2016	Working on making business operations better, smarter and more sustainable in a wide range of companies in the Netherlands. <a href="#">Linked In profile</a>

## ANCILLARY ACTIVITIES

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2020 – present	Chair <a href="#">EWF-Lab foundation</a> , research and experimental concepts for sustainable MEP/ HVAC
2019 – present	Chair advisory group <a href="#">Delta Plan Sustainable Renovation</a> of the Dutch Green Building Council
2018 – present	Board member <a href="#">Opcao Verde</a> , foundation for conserving the Amazon rainforest
2018 – 2019	Sustainability Expert for the <a href="#">National Climate Agreement Dutch Government</a>
2018 – 2019	Circular Economy Expert for the <a href="#">UN Environment Programme</a>
2011 – 2021	External assessor Facility Management Academy, <a href="#">The Hague University</a>
2010 – 2021	Chair expert group Circular and Inclusive Economy, <a href="#">Branch Association FMN</a>
2014 – 2018	Steering committee <a href="#">Green Deal Circular Buildings</a> , Project leader pilot Dutch National Library
2021	Award winner <a href="#">ABN AMRO Sustainable 50</a> , sustainable influencers in the building sector
2018	Award winner <a href="#">ABN AMRO Innovation challenge</a> for The 2B Collective (formerly PHI accelerator)

## ADDITIONAL INFORMATION

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General affairs	<ul style="list-style-type: none"> <li>• Language: fluent in Dutch and sufficient in English (in word and writing).</li> </ul>
Education and training	<ul style="list-style-type: none"> <li>• 2021 – United Nations Executive Leadership Program for Sustainability</li> <li>• 2020 – AI Gore, Climate Reality Leadership Corps</li> <li>• 2015 – Future Green Leader Programme, Dutch Green Business Council</li> <li>• 2014 – Leadership programme, GITP</li> <li>• 2010 – Effective advising, Centre for High Performance Development</li> <li>• 2008 – Effective communication, Centre for High Performance Development</li> <li>• 2008 – Project management, Centre for High Performance Development</li> <li>• 2005 – Business Administration, The Hague University of applied sciences</li> </ul>
Characteristics	Explore, inspire, connect. Co-creation and innovating together. Result-driven and initiative oriented. Fascinating and moving people. Creative and clear.