

# MARINKA LIPSIUS

[ml@marinkalipsius.nl](mailto:ml@marinkalipsius.nl)

<https://www.linkedin.com/in/marinka-lipsius>

- Extensive experience in transformation and change management
- Trainer/coach on High Performance habits, mindset & behavior
- Skilled in creating strategic frameworks and projects on organizational change and implementing them
- Author of two management books; Factor Doen! and Factor Moed!
- Public speaker, trainer, c-level coach and interim (change) manager
- Personable, pro-active and highly effective in leadership & professional development

## PERSONAL DATA

ON REQUEST

### COMPETENCIES

High Performance coaching  
& training  
Strategy  
Transformation and change  
Refocus and engaging people  
Talent management  
Getting things in motion  
Motivation of groups and individuals  
Dealing with resistance

### VALUES

Trustworthy  
Integrity  
Discretion & transparency  
Collaboration  
Human approach  
Goal orientation  
Humor  
Permanent learning  
Responsibility

### STRENGTHS

Natural authority  
Fast thinking  
Energetic  
Value & result focus  
Likable  
Political sensitivity  
Organization sensitivity  
Analytical  
Getting people along

## CAREER HISTORY AND SELECTED ACHIEVEMENTS

**MINDKEY ACADEMY, Amsterdam** *Founder* **2016 - present**

After 20 years of leadership positions in all sorts of change-processes, I dared to live my dream: writing books. In 2016 and 2017 two management books on courage and effective behavior were published by Boom Uitgevers Amsterdam. They both successfully sell. A third book is going to be about a new approach on personal and organizational change. It is neuro-based and therefore offers a much easier way to grow. As a result I am invited for numerous lectures and workshops in a variety of organizations.

In MINDKEY ACADEMY these latest insights are recently translated into High Performance Programs for teams and individuals. We also practice an innovative and groundbreaking change-method. This program is highly effective in time (much faster), impact (sustainable and actual change) and results (exponential growth).

### Change-processes we managed for clients:

- Restructuring to self-managed teams in the purchasing sector. Brought to a successful conclusion.
- Strategic refocusing and organizational transformation in the IT-sector. A result worth mentioning here was the successful and intended sale of Idella, which is now part of the Norwegian IT giant Visma Group. I am still coaching one of the key directors.
- Fundamental change-program for a team in the psychiatric health care (present).

Furthermore, I coach executives and professionals on high performance and leadership/personal development, am hired for assessments and Talent Management. More information: [www.marinkalipsius.nl](http://www.marinkalipsius.nl).

**Van der Laan & Company BV, Baarn**                      *Interim Consultant*                      **2015**  
Executive Search for a local government collaboration initiative. Development of an evaluation scan for supervisory boards

**ApGen, Baarn**    *Regional Director*    **2008 - 2015**  
ApGen is large humanistic care organization (16.000 members). They are organized in several regional communities. I was director of South Netherlands. Directly responsible for 170 people and indirectly for 1200 people.

Next to this, I was Chief Editor of the ApGen magazine for three years (2012 - 2015). The magazine was published 8 times a year and had a budget of € 300K.

Assigned change-processes:

- Fusion of two regions into one. Cultural and organizational change. Modernization of the way of working.
- Transformation of the magazine. Modernization of content, enhancement of impact and introduction of social media.

**PREVIOUS ROLES AND ACHIEVEMENT HIGHLIGHTS**

**ApGen, Baarn**    *Head of Staff*    **2005 - 2008**  
Responsible for education, youth policy, marketing, ICT and research. A team of 100 employees and volunteers with a yearly budget of € 5 million.

Change-assignments:

- Introduction of policy areas, establishing liaisons with the board, improvement of the decision-making process. Concluded successfully.

**ApGen, Baarn**    *Head of Education and Leadership* **2002 - 2008**

Change-assignment: Development and set up of a whole new education-department.  
Result: a respected training department that educated 500 students a year.  
Management of content & organization teams.

**MOS BV, Amersfoort**    *Manager Recruitment*    **1996 - 2001**

Assignment: Development of a new business unit in the PA secondment business. Successfully concluded.

Before that, I worked in several positions at Cabot Norit BV and Novagraaf Merkenbureau BV.

**OTHER PROFESSIONAL AND ACADEMIC INFORMATION & ACHIEVEMENTS**

- Bilingual, English and Dutch
- Talent Motivatie Analyse    - EHRM Vision    **2016**
- Boardroom consulting/supervision    - Wagner Group    **2014**
- Baak Leiderschap Programma    - De Baak    **2008**
- Social Sciences    - Utrecht University    **1989 - 1995**
- Schoevers, 4 language PA    - Schoevers    **1986 - 1988**
- VWO Scholengemeenschap Buitenveldert    - Amsterdam    **1979 - 1985**
- Before that the Geert Groote Vrije School
- Participant 1st Kili Challenge (Kilimanjaro)    - Warchild    **2015**

**HOBBIES**

I like to play and perform music (the violin since 1977), be creative in writing (& poetry) and drawing, I love to read, travel, visit concerts, dine with friends and to play an occasional round of golf.