



VAN
DER
LAAN
& CO

PRESS KIT ENGLISH

2017



About Us

Van der Laan & Co is an ambitious people solutions company that helps organizations build a sustainable future by developing their people power. With more than 50 years of combined experience, we believe that when you get the people part right, an organization's goals become attainable and the possibilities endless.

Our Vision

We partner with future-focused and sustainable organizations to develop their people power—preparing them for both today and tomorrow. By doing so, we strengthen their mission.

Our Mission

It sounds simple, but it's not easy: We get the people part right. We accomplish this by scouting, searching, developing, and guiding the right talent, at the right time, for the right team.

Our Values

We're forward thinking and future-focused. We live in a deeply connected and global world, ready for innovation and change. We ensure your people are your advantage, poised to capture its every opportunity. Together, we'll make tomorrow a better place.

We're valuable and trustworthy partners. To us, partnership is a true commitment to your business and career success. That's why, as your partner, we offer an ideal mix of tried-and-true: specialized boutique approach, open minds, and enough worldly experience to bring broad perspective.

We consider intuition our unique power. Our intense innate intuition, fueled by fairness and integrity and counterbalanced by

years of expertise, guides us in all our work. That's why you can trust us to help you make the right decisions.

We champion diversity. We're deeply committed to diversity. Why? A rich mix of perspectives brings humanity's full range of gifts to bear on each and every challenge. That's why we believe that the most successful teams—whether big and small, executive or not—are built on diversity and balance. We'll help you build the right team.

We're seriously fun. We're a fusion of serious and fun. We love our work and are incredibly proud to work with purposeful people focused on making a difference.

Our Story

In 2011, Carien van der Laan, Karen Kragt, and Nicolette van Helsdingen made the decision to embark on a new adventure together and Van der Laan & Co was started. We saw a need in the executive search arena that we felt we could fill. We had a phenomenal combined network and thought that a better way to connect people and drive leadership was to do that as a team. Nicole Boevé joined us in 2014, complementing the team.

We began with our roots in executive search and leading the way for diversity in leadership roles.

Together we've refined and expanded the know-how behind the science of people. We know that people are the key enablers for our future and sustainable businesses. Therefore, if you don't get the people part right, nothing else matters! We embrace this in our mission. We get the people part right by helping others make better people decisions and build better teams.

To date, we have helped more than 217 companies and almost 280 candidates to harness their people power. This is only the beginning.

Our partner team is driven by building a business that matters. We believe that by developing the people

power in organizations, we are helping our clients become future-proof.

Today, we do more than executive search – we are *reinventing* what the people part looks like. We ensure that clients get the people right. This includes helping both companies and candidates with:

Connecting people - this is how we started but certainly not all we specialize in – we do executive search, talent scouting and talent benchmarking via our market scan. We also advise and exclusively place entire executive teams and partner in organizing impact events. Our extensive inclusive network, state of the art ATS system and our proprietary platform make this possible.

Diversity practice - diversity management and inclusive culture development programs, internal development and advancement of female executives, masterclasses, in company trainings and management games.

People validation - personal talent and competence assessments, team analysis and advice, internal candidate evaluations and legitimacy analyses, organization/culture scan, and supervisory board evaluations.

Recruitment process design and outsourcing – independent stakeholder analyses, market scan, talent acquisition and strategy advice, search process handling, reference verification and social media research, support of assessments by formal authorities etc.

We never forget our roots. With each and every placement, we celebrate and do even more to drive a sustainable future by planting a seedling tree – One for One.

Today is all about personalization and partnership, being thorough and transparent, including data and technology to shorten the time to fill, and working efficiently, creatively and effectively in our people selection process. It's about smart processes, matching candidates beyond the obvious choices, and ensuring a true fit to cultural and company sustainable goals and objectives. And lastly, it's about potential, development, and success.

We are your people partner today, tomorrow, and in the future.

Our Manifesto

- We are an extension of your organization.
- We dare to be different.
- We strive to stay curious.
- We are visionaries.
- We are also seekers - driven by facts and intelligent analysis.
- We believe people are the future.
- We are your business partner for tomorrow here + now.
- We want to build a business that matters (and help you do the same).



Our Partners

Carien van der Laan, LL.M., MBA

Carien has an impressive international education and career. After taking a degree in Law at the University of Utrecht in The Netherlands and thereafter a Master's in Business Administration at Harvard Business School, she joined McKinsey & Company in Amsterdam. She has had a notable career journey, from Solicitor and Company Lawyer to Consultant at McKinsey & Company, and has held various corporate positions including: National Sales Manager, Commercial and Managing Director for GE Information Services, KPN and Versatel. She is an innovator whose forward-thinking approach has led her to found a highly-respected company with the mission to promote diversity and gender equality in the boardroom.



[DOWNLOAD](#)

Karen Kragt, MSc

Karen is a driven and inspirational entrepreneur, with a background in Nursing (with honors), Health Sciences and Epidemiology. Karen is responsible for the startup of multiple successful staffing and training businesses, including DOCollege and later DOCS International. Karen held various positions within DOCS including Director of The Netherlands and France, International Business Development Director and Group Director Central Services. She is actively involved as advisory board member or investor in various startups.



[DOWNLOAD](#)

Nicolette van Helsdingen

Nicolette is an experienced and highly motivated leader, beginning her career in the pharmaceutical and medical devices industries in various sales management positions. Nicolette's motivation in the nineties led her to become an executive search consultant and on to act as senior manager for some well-established corporate offices. Nicolette has a talent for leading and guiding complex selection procedures at executive board level in the public domain.



[DOWNLOAD](#)

Nicole Boevé, MSc

Nicole is a deeply knowledgeable professional with a background in consulting, IT, retail and automotive. She has held various management roles, as well as working as an independent consultant and international senior project manager in the Netherlands and several other countries in Europe. Nicole's experience of how organizations work and how diversity can add value is well sought after. She has a strong affinity with the HR and financial technological developments and start-up scene.



[DOWNLOAD](#)

Advisors

- Jenny Elissen
- Peter Elverding
- Alexandra Schaapveld
- René Steenvoorden

Boilerplate

Van der Laan & Co is an ambitious people solutions company that helps organizations build a sustainable future by developing their people power. With more than 50 years of combined experience, we enable our clients to get the people part right.

People solutions include connecting people, diversity practice, people validation, recruitment process design and outsourcing, personal development, and more. We work as people professionals with the following sectors: health, energy-water-sanitation, education, industry innovation & infrastructure, sustainable cities &

communities, as well as responsible consumption & products.

Van der Laan & Co was founded in 2011 and is based in Baarn, the Netherlands. We are proud to work with companies like: Vitens, Eneco, Koninklijke Kentalis, Philadelphia, Jeroen Bosch Ziekenhuis, Rabobank, FMO, Menzis, SHV, Strukton, QPark, Kendrion, etc.

Meet our passionate people professionals or learn more at www.vanderlaanco.nl

Logos

COLOR



[DOWNLOAD](#)

WHITE



[DOWNLOAD](#)



Our Style

Contact Information

- Van der Laan & Co
Villa Amalia
Stationsplein 62
3743 KM Baarn
+31 (0) 35 54 80 760

- welkom@vanderlaanco.nl

- vanderlaanco.nl

- [On Twitter at
www.twitter.com/vanderlaancomp](https://www.twitter.com/vanderlaancomp)
- [On Facebook at
www.facebook.com/vanderlaancompany](https://www.facebook.com/vanderlaancompany)
- [On LinkedIn at
www.linkedin.com/company-beta/2690202/](https://www.linkedin.com/company-beta/2690202/)

VANDERLAANCO.NL