



EVIE VAN NIEUWKERK

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SUMMARY

Business and technology professional with experience in CRM, CCaaS, service design, sales and project management. Experienced in coordinating projects, workshop facilitation and working with cross-functional teams and executive stakeholders in complex, regulated environments.

WORK EXPERIENCE

Sales & Service consultant (digital customer) - Deloitte Digital July 2025 - present

- Worked on CRM, service design, and CCaaS transformation initiatives focused on AI-enabled customer experience and automation in regulated environments
- Coordinated RFPs and collaborated with cross-functional teams across compliance, legal, change, and technology functions
- Designed future-state digital customer processes for a government organization focused on AI and automation
- Organized an Agentic AI in customer service event as part of eminence-building efforts, generating 12 follow-on projects in the pipeline
- Led client deliverables for a major public sector CCaaS tender within a long-term strategic partnership spanning over a decade, coordinating offering teams and Genesys specialists
- Developed a CCaaS transformation project plan for an insurance-sector initiative integrating Genesys and Salesforce platforms

Data and program manager - The Decision Institute May 2024 - July 2025

- Managed executive educational programs at a business school, coordinating delivery, stakeholder management, budgeting, and strategic planning on topics including AI- risk- and corporate governance
- Responsible for sales strategy development and execution, as well as account management.
- Maintained and managed client and executive relationship data across reporting systems, ensuring accurate tracking, reporting, and relationship building
- Managed executive marketing and communication campaigns across digital channels, including newsletters and client communications, focused on engagement and thought leadership positioning

EDUCATION

Master of Science in Business Administration Sep 2024 - July 2025

University of Amsterdam

- Specialization: Digital Business - GPA 8.2/10
- Master's thesis analyzing success factors in 7 enterprise cloud transformations (including ING and AstraZeneca), comparing agile and waterfall delivery models through 30 stakeholder interviews spanning C-suite executives, program managers, and cloud architects

Bachelor of Arts in Art History Sep 2020 - Aug 2023

University of Amsterdam

- GPA 8.0/10
- Business minor focused on digital maturity and transformation at cultural institutions

ADDITIONAL INFORMATION

- **Skills:** Jira, Figma, Excel, Powerpoint, Salesforce, Genesys, SAFe, project management
- **Languages:** Dutch, English, German
- **Certifications:** Salesforce platform administrator, Salesforce app builder, Scaled Agilist (SAFe), Genesys cloud CX, Harvard Business School: economics, accountancy and business analytics
- **Awards/Activities:** Winner Best Overall Solution of DigImpact Hackathon (with Nestlé), member of university Education Committee, Volunteer activity coordinator at an elderly care home