



Cindy Huisden

INTERIM EXECUTIVE ASSISTANT

🏠 Leerdamhof 267 — 1108 BX Amsterdam 📞 +31 6 52617937 ✉ me@cindyhuisden.com

BIO

Positive, pragmatic and solution-oriented: that is how I work. With nearly 20 years of experience supporting senior leadership and executive management, structure, clarity and delivery are central to my approach. In complex environments, I ensure clear prioritisation, thorough preparation of decision-making and effective execution of plans. I act as a sparring partner to leadership, translating strategic objectives into actionable plans and realistic timelines. My role goes beyond traditional support: I optimise processes, take ownership of projects and actively contribute to business development, while safeguarding the quality and consistency of both internal and external communication.

I organise high-level client meetings, strategic sessions and internal events from concept through to execution, with strong attention to content and presentation. With a background in graphic design and marketing, I ensure that communication and presentation align seamlessly with the organisation's ambitions. I connect people, create clarity and maintain focus, enabling management to concentrate on strategy and results.

WERK EXPERIENCE

11-2023 — 02-2026 	STIBBE Senior Legal Assistant – EPI & TMT/IP a.i. Provided senior-level support to the Employment, Pensions & Incentives and Technology, Media & Intellectual Property practice groups, including three partners, counsels and associates. <i>engaged as an independent contractor</i>	06-2016 — 12-2016 	SECRETARY PLUS Interim Executive Assistant (Secondment Team) Interim support provided to: • Vita Valley (Ede) • Fugro Survey (Leidschendam) • BMW Van Poelgeest (Hilversum) • Blijf Groep (Amsterdam)
06-2023 — 11-2023 	DE VOLKSBANK Management Assistant EC Business a.i. <i>seconded through Secretary Plus</i>	09-2012 — 12-2015 	ENRICO Marketing, Communication & Product Development Marketing & Communications: Drawing up the annual marketing plan and budget, organizing B2B and B2C promotions, Social Media marketing, writing press releases, commercial texts for brochures, websites and promotional purposes. Events: Complete organization of (inter)national fairs, stand design, registration and follow-up of taste and innovation competitions and the organization of customer events. Graphic design, labeling & product development: Development of the visual identity of new brands (logos, brand names, labels & packaging, brochures), jointly responsible for the labeling policy, design of advertisements for magazines, product photography, recipe development, project manager for the development of Enrico's new brand identity.
03-2023 — 06-2023 	DE VOLKSBANK Management Assistant EC dVM a.i. <i>seconded through Secretary Plus</i>	07-2011 — 07-2012 	ABERDEEN ASSET MANAGEMENT PA to the Head of Business Development Europe & Benelux Marketing Manager Also responsible for: • planning seminars, customer seminars and business summits; • office management for the office at the Zuidas; • the design for internal and external communication.
03-2021 — 02-2022 	TAUW GROUP Executive Assistant to the CEO a.i. Executive Assistant to the Supervisory Board a.i. Executive Assistant to the Board of TAUW Participation a.i. <i>seconded through Secretary Plus</i> Responsibilities include: • the full support of the co-CEOs; • the full support of the Supervisory Board; • the full support of the TAUW Participation Board and the participation program; • the organization of European events at home and abroad; • back-up for the CFO in case of illness or absence.	09-2010 — 07-2011 	ECI TELECOM Office Manager & Executive Assistant to the European President
01-2020 — 12-2020 	ABN AMRO (BU FR&R) Management Assistant to the Head of CB&P a.i. Management Assistant to the Head of Data & Analytics a.i. <i>via Secretary Plus</i> Responsibilities include: • highly complex calendar management; • complex correspondence management; • extensive expense reports; • organizing internal and external meetings; • planning CB&P MT meetings and follow-up on action points; • supports with recruitment and HR-related tasks; • preparing presentations.	12-2007 — 12-2010 	Seabury Group & SGI Aviation Executive Assistant to the CEO & Web Administrator Also responsible for: • the support of the CLO and COO; • providing support to the Chairman based in the US; • facility and office management; • managing the reception; • processing notarial and legal documents; • the organization of (inter)national events; • graphic design (fairs and external communication); • the development and management of 6 group websites; • the business travel of all consultants abroad (20+); • vsupport in the immigration process of colleagues.
10-2019 — 11-2019 	JOHAN CRUIJFF ARENA Executive Assistant of the Chief Innovation Officer a.i. <i>seconded through Secretary Plus</i> Additional responsibilities include: • planning tours of the Innovation Center; • the organization for business relations events	2001 — 2007 	VARIOUS JOBS Various Secretarial Jobs • Politie Amsterdam-Amstelland: Communications Employee • Telfort: Customer Relations Representative (complaints department) • Telfort: Contract Processing Employee • Stratrix Consulting Group: Office Assistant • SOS International: Services Employee • Politie Amsterdam-Amstelland: Operator 112 (emergency services)
04-2019 — 10-2019 	RECKITT BENCKISER (Hygiene Home) Management Assistant to the Head of EU Sales a.i. Management Assistant to the EBU team a.i. Management Assistant Global Marketing Manager a.i. <i>seconded through Walters People</i> Responsibilities include: • the organization of the EU Sales Summit (semi-annual event of 80 to 100 European colleagues); • complex expense management; • highly complex business travel; • the organization of a large number of visa applications.		
12-2016 — 12-2018 	ENDEMOL SHINE NEDERLAND Management Assistant Non-Scripted & Programma Ontwikkeling Provides complete support to: • the Managing Director Non-Scripted & the Business Director; • the Head of Program Development; • 3 Executive Producers Non-Scripted. Responsibilities include: • providing support to the Non-Scripted & Program Development teams; • behind the scenes photography.		

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EDUCATION

- 2016 — 2020 **GRAPHIC DESIGN**
GMI Designschool
Vocational education at HBO level.
Successfully completed in 2020.
- 2008 **DTP PROFESSIONAL**
GMI Designschool
Vocational education at MBO level.
Accelerated 1-year course.
Successfully completed in 2008.
- 2004 — 2008 **CREATIVE PROFESSIONAL PHOTOGRAPHER**
Foto Academie Amsterdam
Private vocational education at HBO-opleiding.
Specialisation: Autonomous photography.
Course ceased in year 3.
- 2004 **YEAR OF ADMISSION**
Foto Academie Amsterdam
Admission year for the professional photographer training. Basic year successfully completed.
- 1999 — 2002 **VWO**
Sweelick College
Certificates received for: Dutch, English and Geography.
- 1994 — 1999 **HAVO**
Fons Vitae Lyceum
Successfully completed.
Graduating subjects: Dutch, English, Economics, Business Economics, Geography and History.

COURSES & WORKSHOPS

- 2025 **AI Competencies - Legora**
Stibbe - internal professional training (certificate awarded)
- 2020 — 2023 **Good Habitz Training Courses**
certificates awarded
- Masterclass: Behavior change
- Finance for beginners
- Minute taking
- Stick to the plan: Planmatig werken voor assistants
- 2015 **Food photography & styling**
Workshop at Simone's Kitchen
- 2011 — 2012 **Language Course Business English**
UVA Talen - in-company private training
- 2003 **Language Course Dutch**
Schoevers Bedrijfsopleidingen (certificate awarded)

SKILLS

Graphic Design	★ ★ ★ ★ ★
Event Management	★ ★ ★ ★ ★
Project Management	★ ★ ★ ★ ★
AI / Legora / ChatGPT	★ ★ ★ ★ ★
Microsoft Office 365	★ ★ ★ ★ ★
Adobe CC	★ ★ ★ ★ ★
Google Suite	★ ★ ★ ★ ★

REFERENCES

STIBBE

PARTNER EMPLOYMENT, PENSIONS & INCENTIVES

"Cindy is a highly principled and content-driven professional with a true 'roll up your sleeves' and 'can-do' mentality. She supported our practice group in an exceptionally professional and energetic manner and delivered outstanding work. She is also a wonderful person, with a big heart, a great sense of humour and strong perspective."

TEAM MANGER ASSISTANTS GROUP

"I had the pleasure of working with Cindy at Stibbe for over two years within the Employment, Pensions & Incentives practice group. Cindy is a connector, a true team player and a highly proactive, dedicated professional. She is an excellent sparring partner with strong strategic insight. Cindy is a fantastic colleague and a valuable asset to any team."

JOHAN CRUYFF ARENA

CHIEF INNOVATION OFFICER - AMSTERDAM

"Cindy fulfilled the Personal Assistant role in a very professional manner during the period from October 8, 2019 to November 30, 2019. Her proactive and service-oriented approach has helped me enormously. The way in which she documented and left matters was also of great value for a smooth transfer of the work to the new Personal Assistant. In short, Cindy is a professional."

FUGRO SURVAY

PA TO THE MANAGING DIRECTOR / REGIONAL DIRECTOR AFRICA - LEIDSCHENDAM

"I met Cindy last September. She came to replace me during my holiday. She started in an incredibly busy week, but as soon as she walked into my office it felt like we had been working together for years. She picks up everything very quickly and she is very proactive and cooperative. She switches between Dutch and English just as easily, whether spoken or written. Fugro Survey is an international company and Cindy fit in perfectly with her friendly character, social and service-oriented attitude and great work ethic. You can also clearly tell that she is used to being employable at a high level due to her professional way of working. I think it's a shame that she only worked with us for such a short time, because you want to work with such a colleague every day. She is truly an amazing management assistant who has an excellent command of all aspects and I would recommend her to everyone. If you bring Cindy into your home, you can be sure you are in the right place! A strong woman with class!"

ENRICO

CEO AI - AMSTERDAM

"From the moment she joined, Ms Huisden has carried out all marketing, communications and PR work. In this position she carried out a large number of different activities in support of Enrico's commercial activities. She developed, partly independently and partly in collaboration with external agencies, a new corporate identity for our company, a new website, packaging, promotional material, advertisements, etc. She also developed promotional activities, both B2B and B2C, for our company's brands."

Mrs. Huisden stood out because of her independent way of working. She was able to translate commercial wishes in a professional manner, in line with the Enrico strategy. For this reason, she has been asked to become part of the Product Development Team as of January 1, 2015. In the field of product development, her tasks were concept development, packaging development and supporting marketing and communication. We owe a significant improvement in our appearance to her work.

We got to know Mrs. Huisden as a pleasant and decisive colleague and wish her every success in her further career."

SEABURY CONSULTING / SGI AVIATION

CAO & CIO FOR SEABURY / CEO FOR SGI AVIATION - AMSTERDAM

"In my roles as Chief Administrative Office and CIO for Seabury Group and Chief Executive Officer for SGI Aviation I am delighted to confirm that Cindy has been in my employment for nearly three years. During her time working with me, she has fulfilled the role of Personal Assistant with the dedication and commitment not often found in the work place today. Cindy has been flexible, hardworking and committed to the extent she often worked late into the evenings and at weekends where needed and without question."

It has been an absolute joy to work with Cindy. Her positive attitude and happy smile made her a popular employee where ever she was sent within our organizations overseas. Her friendly approach and helpful character allowed her to expand her knowledge and capabilities to the point that Cindy was eventually running all functions ranging from being my PA, through office manager and onto other interesting tasks that included the Seabury/SGI Group website design, conference/exhibitions organizing and general graphic design.

Cindy will be a great asset to any company and I will be only too delighted to give further references or recommendations should it be so required."

LANGUAGES

Dutch	★ ★ ★ ★ ★
Engels (C1)	★ ★ ★ ★ ★

INTERESTS

