

## Profile Sacha Engels (1961)

In 1992 I made a decision which would change my life completely. After over 10 years, I left my 'comfort zone' of a fine job in the world of advertising and started Engels & Partners, an agency for very skilled freelance communication and marketing specialists. By intuition I felt that the market was ready for such an agency. And I was proven right – even more than that.

The entrepreneurship is in my blood. Engels & Partners turned out to become a pioneer for a completely new development. The agency has meanwhile developed into the authority pur sang in the field of freelance work. With over 130 handpicked associated freelancers. Exclusively working for Engels & Partners, active for over 200 different clients. From multinationals to local companies and advertising agencies. In the field of profit – to non profit, within government agencies or institutes.

In 2008, Engels & Partners is sold to the Works Group, where it is currently successful within the Group.

### Current activities and core competencies:

At this moment I use my experience, passion and commitment as Investor, Non-executive Board Member or Advisor. In all three roles I try to ....

- Inspire and assist business owners and management, to get a clear and sharp focus, in a direct, no-nonsense way, with strong focus on customer satisfaction
- Be a business sparring partner who really understands what things are about.
- Be a catalyst who thinks unconventionally, practically and goal-oriented, as well as providing immediately applicable solutions.
- Offer constructive feedback, with a good sense of individual talents and capabilities. In a honest, trustworthy and respectful way.

### Fields of expertise:

Entrepreneurship, Marcom, Employment market

### Professional background 2009-present

#### **DPA professionals**

Professional secondment and projects

#### **Zuidweg & Partners**

Debt relief for entrepreneurs

#### **ORMIT**

Specialist in management and leadership development

#### **Vastari London (start-up)**

Connect collectors with museums for exhibition loans

#### **Fest Amsterdam (start-up)**

Home interior to love & use

#### **Live on Demand (start-up)**

Crowd funding for live performance

#### **Second Degree**

LinkedIn Marketing agency

#### **De Buurtboer**

Lunch service at the office

#### **De Vrije Academie**

Specialist in art history and cultural education

#### **The NextWomen**

Online community for female business entrepreneurs

#### **Flexfirm**

Casting and coaching in advertising

#### **Monique Collignon**

Haute Couture & Pret a Porter

#### **TheNextWomenFund**

Boosting startups with female entrepreneur

#### **Arena Business Group**

Private Equity (turn around)

#### **KarmijnKapitaal**

Private Equity

#### **Berk Partners**

Private Equity

#### **Sis in Bizz**

Female entrepreneur network

#### **UnitedSucces**

Worldwide Network of women business owners

- Non-executive Board member

- Non-executive Board member

- Non-executive Board member

- Investor & Strategic Business Advisor

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- Strategic Business Advisor

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- Panel member Pitch Events

- Strategic Business Advisor

- Strategic Business Advisor

- Investor and Chairman IC

- Investor, IC member

- Investor and Founding Friend

- Investor

- Ambassador

- Associate Member, Advisor



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2008 July **Engels & Partners sold to The Works Group**

1992 - 2008 **Engels & Partners - Founder, Owner, General Manager**

An agency for freelance communication and marketing specialists.

Primary goal: development of a non-existing market to a niche market for specialized freelance communications and marketing professionals. Result: In 15 years time, Engels & Partners became and stayed the A-quality brand in the market with a turnover of > € 13 million. 15 FTE and an average of 95 people p/m active on assignments

1990 - 1992 **Independent Account Manager**

1st freelance Account Manager in the Netherlands.

Experienced as a freelancer for 2 years the tricks of the business and the 'do's & don'ts.

1980 - 1990 **Doyle Dane Bernbach Advertising Agency / Ogilvy & Mather Advertising Agency**

Account Management & Direction

**Education:**

Different kinds of training and workshops in the field of Board member ship, Management and Marcom

NIMA - A /SRM - 1, 2 en 3

VWO - A, Breukelen 1979

**Other activities in the past till the present**

Art history (part-study)

Different Spanish language courses at NL, Spain and Argentina

Active in a meadow birds protection program

Board member Jane Goodall Stichting Nederland (2009-2010)