

Profile Sacha Engels

I've been an entrepreneur for over 25 years. The last 10 years I have been active as supervisory board member, strategic advisor, VC investor and keynote speaker. I hold supervisory positions at ORMIT Leadership and Talent Development, SheCredit and the Borski Fund. I am a member of the Advisory Board of Asperitas, TNW and Chairperson of the Investment Committee of TheNextWomen Fund. As a VC investor I am also actively involved in companies as FÉST Amsterdam, ILost and Vastari London.

In terms of previous experience, in 1990, after 10 years in the Amsterdam advertising world, I stepped out of my comfort zone and started as entrepreneur. I founded Engels & Partners - the 1st agency for freelance marketing and communication professionals in the Netherlands. At the time I felt intuitively that the time was right for such a business model. Engels & Partners indeed turned out to be a pioneer of a way of working that now has become commonplace. My agency became the authority in the field of freelance work for experienced marcom professionals. With more than 130 exclusively represented freelancers working at more than 200 clients, including advertising agencies, public and semi-public authorities, NGOs and the corporate world. In 2008 Engels & Partners was sold to the Works Group.

Since then I have been passionately putting my experience and commitment to good use. I have been around the block a few times and I can help and inspire businesses to regain a sharp focus. I act as sparring partner and catalyst. Open, honest and dependable. Sometimes challenging and headstrong. But always constructive.

I also like to use my knowledge and skills for a number of social functions that contribute to a more balanced gender-diversity. As guest speaker and with workshops on 'how to stay relevant in an ever faster changing world', I inspire entrepreneurs in the broadest sense of



Expertise areas - People, Society & Innovation

Entrepreneurship, Strategy, MarCom, Employment market (Talent / Leadership, Education / Training), M&A, Transformations

Active since 2009

- **Borski Fund** Scale-up private equity fund
- **SheCredit** Credit provider for female entrepreneurs
- **ORMIT** Specialist in Leadership and Talent Development

- **The NextWomenFund** Seedfund
- **Fést Amsterdam** Affordable design furniture
- **ILost** Search engine for lost and found
- **Vastari** London Arts exhibitions market place
- **Purpose** Management consultants

- **Asperitas** Immersed Computing
- **The NextWomen** female entrepreneurial community

- **Neyenrode** Technology for Boards program

Investor – less actively involved

- **KarmijnKapitaal** Private equity (Fund 1 & 2)
- **My Dialogues** Realtime mobile research and reports
- **Live on Demand**
- **Akkolens**

Closed

- **SAB** Contract Catering
- **DPA** Secondment agency
- **Zuidweg&Partners** Debt relief for entrepreneurs
- **Jane Goodall Stichting** NL (NGO Chimpanzees)

Education

- Scale-up Nation, boardmember program (2018)
- Nyenrode Commissarissen Cyclus (2017)
- On-going training and workshops for Supervisory Bboard Members
- Part time Art History course (2015)
- Various MarCom management trainings and workshops
- NIMA - A /SRM - 1, 2 en 3
- A-levels, Breukelen (1979)

In the past

July 2008 Engels & Partners Sold to The Works Group

1992 - 2008 Founder-DGA Engels & Partners. Agency for freelance account managers.

Primary purpose: create a market for freelance account managers with a proof of quality seal.

Results: in 15 years, Engels & Partners became an A-brand with a revenue of > € 14 million. 15FTE and on average > 100 people on assignment.

1980 – 1992 Doyle Dane Bernbach Advertising Agency / Ogilvy & Mather Advertising Agency

Account Direction & Management.

Supervisory Board Member
Supervisory Board Member (Chair)
Supervisory Board Member

Investor, Chair of the Investment Committee
Investor/shareholder - mentor
Investor/shareholder - advisor
Investor/shareholder - advisor
Advisory Board Member

Advisory Board Member
Advisory Board Member

Guest lecturer

Shareholder, founding friend
Shareholder - mentor
Shareholder
Shareholder

Supervisory Board Member Closed Aug 2018
Supervisory Board Member Closed May 2018
Supervisory Board Member Closed Sept 2016
Advisory Board Member Closed 2013

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