

Willemijn Brouwer

Creativity trainer, facilitator & researcher,
university lecturer & course coordinator,
specialist in organizing 'the Rhineland way'.

'What we create has impact on our future.
How we create has impact on our now.'



An ambitious and enthusiastic person, inventive as well as analytic. I have the ability to turn my creative ideas into practical applications. I'm an experienced public speaker, and I know how to entertain people, while transferring knowledge. Educated as strategic designer I naturally use abductive thinking for innovation, course creation, and organizational development.

As 'Rhineland' I believe that 'Craftsmanship', Trustworthiness, Connectivity and Inspiration should be the starting points for the ways we organize work.

I would describe my character as expressive, flexible, and assertive.

Personalia

Msc. Willemijn Brouwer

11 mei 1982

Dutch

Married

1 son (Apr. 2016)

1 daughter (Dec. 2018)

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Education

- 2020 - 2021 University Teaching Qualification (UTQ). The UTQ exists out of a 4-module course in which the participants learn to develop, assess, supervise and teach on university level. Certificate obtained September 2021.
- 2007 - 2009 Master Strategic Product Design from the faculty of Industrial Design Engineering at Delft University of Technology. Master title obtained June 2009.
- 2006 - 2009 Exchange program Unitech International existing of : one study semester École des Mines de Paris, three courses on Teamwork, Leadership & Culture and a graduation internship at Hilti A.G.
- 2001 - 2007 Bachelor 'Industrieel Ontwerpen' from the faculty of Industrial Design Engineering at Delft University of Technology. Bachelor title obtained in October 2007.
- 1994 - 2000 VWO Ashram College in Alphen aan den Rijn. Courses (in Dutch): Nederlands, Engels, Wiskunde A, Wiskunde B, Natuurkunde, Scheikunde, Biologie, Economie 1. Diploma behaald juni 2000.

Others about me

"Willemijn has a refreshing approach. She is able to turn wishes into creative ideas and actions. Her enthusiasm is contagious and gets people moving."

Linda Hoskam (ICT Educational policy advisor - Dutch Police Academy)

"Willemijn is intelligent and creative. With her design thinking methods she is able to establish collaboration for innovation between students, professionals and experts from diverse backgrounds."

Martine van Veelen (Director CLC West EIT Food, previous teamlead Education Climate KIC Benelux).

"Willemijn knows what it takes to create a serious game. In our collaboration, we arrived at a game that explains the normalisation process perfectly, yet is still fun to play. Willemijn was creative and she constantly challenged us to think from the perspective of future participants. The game was awarded an 'excellent status' by NEN, and was translated into English as ISO also wanted to use the game."

Bart Siemens (Projectleader NEN Academy).

"In her creativity training, Willemijn links scientific research in the field of creativity to practical cases. As a result, her training brought much more insights than expected. With practical examples from different sectors, a good bridge was built between theory and practice. It was really an in-depth session in the field of creativity that I have never seen before. It has given our team good tools to make our own creativity sessions even more valuable."

Annemarie Boereboom (New Business Development Manager at Strukton Civiel).

'You can never use up creativity. The more you use, the more you have.' - Maya Angelou

Work experience

Dec. '21 - present **PhD Researcher**

- Creating a Master for Designing Policies in Governments using desingerly ways of doing (in a start-up phase, specific focus may change).

Jan. '19 - present **Course Coordinator, and Minor- & Course developer**

Delft University of Technology, faculty of Industrial design

Engineering, department of Design, Organization and Strategy.

- Co-creating a new Minor about creativity: Connected Creativity.
- Creating a course about the theory of creativity (CreativiTree, 4,5 ECTS).
- Coordinating, assessing and lecturing CreativiTree.

Sep. '18 - present **Coach and lecturer**

Delft University of Technology, faculty of Industrial design

Engineering, department of Design, Organization and Strategy.

- Coaching students in courses about facilitating creativity, and strategic and social design related topic.
- Mentoring and assessing graduating students.

Creativity teacher, trainer and facilitator

Jan. '11 - present **Williswijs & Creativity" (self employed)**

- Lecturer higher education in deliberate creativity for a.o. Erasmus University of Rotterdam, Nyenrode business school.
- Facilitator/trainer deliberate creative processes.

Jan. '21 - Nov '21 **Innovation specialist**

Conforte Innovatielab - Elderly care branch association

- Creating a masterclass Design Thinking for strategists in elderly care.
- Developing & facilitating design-based innovation methods for care takers in elderly care.

Jan '11 - Jan '21 **Serious game designer**

Your Nine Dots (self employed)

- Designing serious games for a.o. the Dutch National Police department about dilemma's and financial unlawfulness, and for the Dutch Normalisation Institute about the normalisation process.

Apr. '10 - Dec. '10 **Service designer**

Sunday Afternoon - service design agency

- Designing online services, my focus was on organizing and facilitating the creative workshops as part of the service design process.

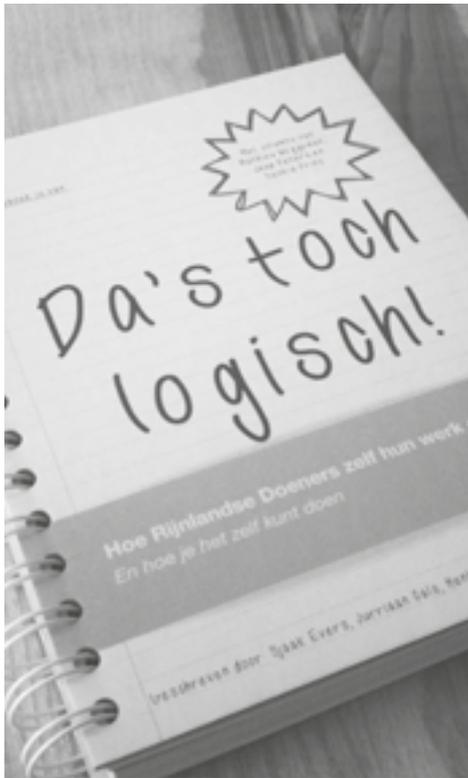
Oct. '09 - Mar. '10 **Trainee**

Nederlands Centrum voor Sociale Innovatie (NCSI)

- Creating and developing 'innovatieve cao's'
- Co-developing the Talent Toolkit (serious game with the purpose of knowledge sharing).

And...

- I hold a CRKBO registration, meaning I'm a **certified teacher/lecturer** for higher education institutions.
- I'm **President** of the European Association of Creativity & Innovation (EACI). Our mission to reunite creativity & innovation practitioners & researchers, in order to create together, for a thriving Europe (www.eaci.net).
- I'm a **columnist** for Innovation Origins (IO). IO is an independent news website with +/- 3000 members (innovationorigins.com). I write about creativity, designing and organizing. I take a historic approach to the future.

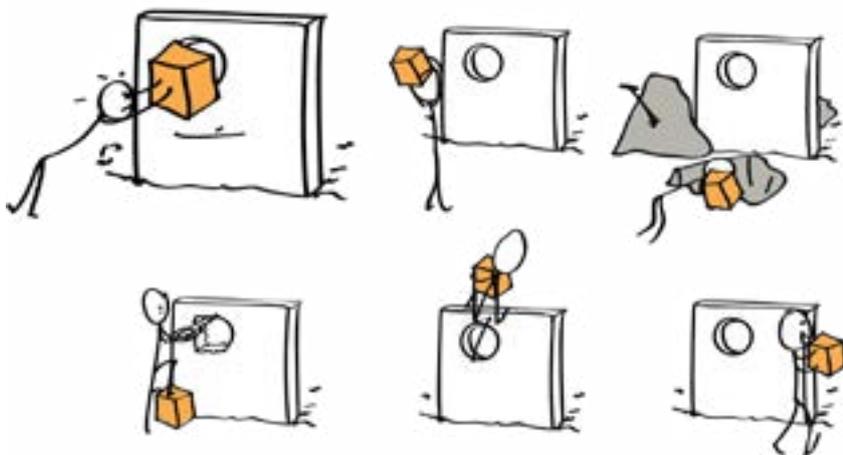


Publications

- Van der Meer, J. and, Brouwer W. (2022). A Short History of Deliberate Creativity In G. Enthoven, S. Rudnicki, and R. Sneller (Eds.), *Towards a Science of Ideas* (pp. 83-98). Vernon Press.
- S. Evers, J. Cals, H. van der Steen en W. Brouwer. (2015). *Da's toch Logisch: Hoe Rijnlandse Doeners zelf hun werk organiseren, en hoe je het zelf ook kunt doen*. EAN: 9789081348003

Skills & Methods

- Strategic design
- Creative Problem Solving
- Lean Start-up Method
- Business Model Generation
- Insights Discovery
- Constructive alignment
- 'Pragmatic thinking'
- Dutch: Mother tongue
- English: fluent (level C1)
- Frans: average
- German/Spanish: basic
- Microsoft Office
- Adobe Creatieve Suite



“Everyone said, ‘That’s not possible. Then someone came who didn’t know that, and just did it.”