

Nadine Ferguson



Maart 2018

Werkervaring vaste dienst



September 2014 – Maart 2018

- Manager marketing & business intelligence
- Corporate brand manager Schouten & Nelissen
- Portfoliomanager Schouten University



April 2010 – Juli 2014

- Essent MKB, propositie & pricing marketeer
- Essent Grootzakelijk, productmanager duurzaam



Juni 2007 – April 2010

- B2C base- en retentie marketeer
- Full time projectlid overname Debitel – KPN
- B2C retentie marketeer



Opleiding

Radboud Universiteit



Business Administration, 2001 – 2006

Master Marketing

Subject master thesis: "The extendibility of a brand?"

Master International Management

Subject master thesis: "Changing business behavior in the quest for survival, an emergent typology of a CSR business strategy".

Bachelor Business Administration

Subject bachelor thesis: "The national system of Innovation of India".

VWO, Sint Ursula Horn 2001

Training

- KPN young potential (MD) programma 2007
- Co-active Coaching Fundamentals 2016
- Leidinggeven aan professionals, Schouten & Nelissen 2017
- NLP Practitioner, Vidarte 2021

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