

Linda Osnabrug



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To whom to may concern:

I met Anna early 2016 when we worked together on a project for KPMG the Netherlands. Our challenge was to implement a modern online internal communications platform, professionalise the content and re-create the tone of voice for a target audience of over 3.000 accounting and consulting professionals with an average age of thirty. We focussed mainly on creative storytelling.

KPMG and a storyteller: not the most logical combination. One is looking for far-reaching standardization of processes to work efficiently and flawlessly. The other person needs space to make mistakes, learn from feedback, try new things.

Anna's is a storyteller pure sang. Her enthusiasm is worth gold. When others are already satisfied with the story, Anna takes a few more steps to make it better. She immerses herself in her audience and creates content that fits and touches. She feels at ease with both employees and the Executive Board. She is a sparring partner for managers for who communication and storytelling is not second nature. In Dutch and in English. I loved working with Anna.

I myself am an independent change and communication consultant since 2010, working mainly in the corporate sector. From 1992 onwards, I spent twenty years working for clients and leading teams in established creative agencies in Amsterdam.

Yours sincerely,

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Communicatie & transformatie

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