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**AMSIB**



**Amsterdam University  
of Applied Sciences**



# The Carrot

**Issue 5 — December, 2020**  
AMSIB Alumni Updates

Dear graduate,

Season's greetings to all of our alumni around the world! Should you be celebrating, Christmas, Hannukah, or simply some time off to catch up on some relaxation, AMSIB wishes you and your loved ones a healthy and joyful 2021!

However, before switching to airplane mode, why don't you take a look at this newsletter; over the last months, there have been some major and exciting developments at AMSIB which we would like to inform you about.

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# Special celebration of Class of 2020



This year, we welcomed nearly 220 graduates in the Johan Cruijff Arena and celebrated their hard work. Not only have you managed to graduate, but also during these special times. Congratulations Class of 2020, welcome to being part of the AMSIB Alumni Community!

It was a special place to host our Graduation Ceremony because being a student at AMSIB could be very much compared to a football match; when joining a university or taking a position at the field, it is quite difficult to anticipate what is ahead. Perseverance, focus and commitment are needed for overcoming any setbacks along the way and ensuring continuation in good progress. At the end of the ride, when the arbitrator blows the whistle and students completed all their assessments, it is over, hard work paid off, and it is time to set directions for the future.

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## Moment of reflection with Marjolein Hennekes

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Marjolein Hennekes has been known and very much respected by many alumni, especially by IBL graduates. She has always been very proactive to guide and help her students as much as she could. I had the pleasure to interview Marjolein Hennekes and to reflect on her time with AMSIB.

"When thinking of AMSIB, you and the opportunities I was given to develop myself through teaching, mentoring and ultimately by being the IBL Study Advisor come to mind. I very much enjoyed students' successes by attending graduation ceremonies, seeing all those happy faces of students, parents, family and friends! I'm very proud of all of you! It has been a pleasure working with you and learning from you. Big hug for all of you!"

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## **Digitalisation during COVID-19, a perspective from an alumna at Microsoft**

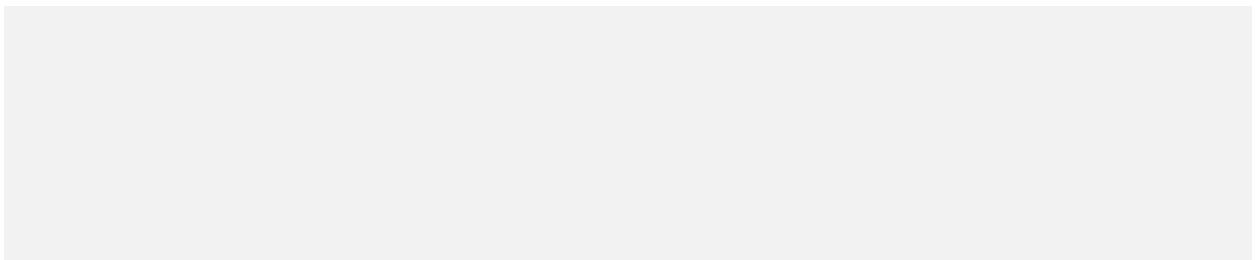


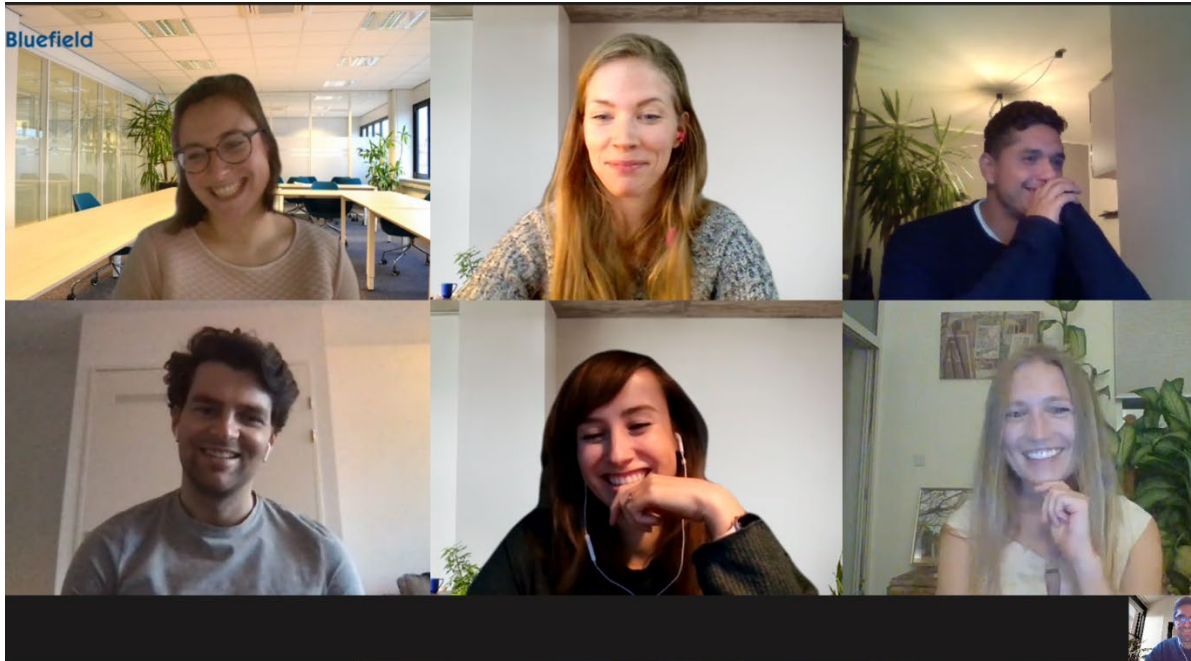
As you might have experienced yourselves, COVID-19 has resulted in many challenges in most businesses and organisations, internally and with clients. However, for some, opportunities have come out of this crisis, especially when it comes to digitalisation.

For this issue, I had a chance to catch up with alumna Samira, who works for Microsoft on advising organisations how to digitalise.

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## **Aiming at continuous improvement with alumni**





It is official, AMSIB has an Alumni Advisory Board. Let's welcome these six talents who are going to help AMSIB stay in touch with our Alumni Community and assist us to ensure relevancy in our offered programmes by sharing their professional knowledge!

Who are these talented board members and what do they do? Check out **Melissa** (Consultant, Bluefield), **Anne** (Project Manager Internationalization, InnovationQuarter), **Julian** (Category Operations Specialist, Zalando), **Timo** (Next Gen Commercial, Adyen), **Samira** (Business Applications Solution Specialist, Microsoft) and **Elena** (Commercial Leader Lighting Systems for Office, Industry and Healthcare, Signify).

Do you want to get more involved with the community? Check out our **[Alumni Benefits here.](#)**

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## Alumni Week

Amsterdam University of Applied Sciences is planning on organising an Alumni Week for all alumni from different programs that are offered by the AUAS from 12th to 16th of April 2021. It is a great way to follow some guest lectures, workshops and reconnect with AMSIB alumni. Next, it is a good way to build your network and socialize with alumni from other programs. Preparations are being made, including topics on workshops.

Please send an email to [j.hanani.juma@hva.nl](mailto:j.hanani.juma@hva.nl) if you like to contribute some ideas on what topics you would be interested in to attend during the Alumni week, more information to follow.

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## Open call for hiring internship/thesis students as of February 2021

I am sure you remember the time when you were an AMSIB student and looking for an internship and or a thesis company. Given this unprecedented time, current students are struggling with finding internship and thesis companies for the next semester that starts in February 2021. If the organization, you are working for needs internship/thesis students, please **click here** for sharing your vacancy with us.

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## Looking to profile yourself more? Then connect with the community!

Do you remember Personal Branding? Well, the Alumni Community is the perfect place to do that, plus we would love to remain in touch with you!

Join the **Alumni AUAS/HvA -Amsterdam School of International Business**

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(AMSIB) LinkedIn Group to remain in touch with us as well as fellow alumni, and if you want to get more involved, email me, your Alumni Engagement Officer at [j.hanani.juma@hva.nl](mailto:j.hanani.juma@hva.nl).

# Creating Tomorrow

For more information about AMSIB alumni:  
[amsterdamuas.com/amsib-alumni](http://amsterdamuas.com/amsib-alumni)

If you have any questions or are having trouble activating your alumni account to access the community please contact me at [j.hanani.juma@hva.nl](mailto:j.hanani.juma@hva.nl)

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