

Curriculum vitae Marieke van der Donk

- Marieke van der Donk is Senior Manager at PriceWaterhouseCoopers
- She is media and publishing expert and leading the global Centre of Excellence for publishing.
- Marieke has extensive and relevant experience with managing large and complex projects in the TICE and Media & Entertainment industry.
- Examples of relevant projects:
 - Responsible for publishing projects (colofon publishers/Reed Business information), Sanoma Publishers, Consumentenbond;
 - Responsible for international publishing projects at VNU Business Publications London (3 years);
 - Managing Performance Improvement project at directories company;
 - Managing organizational redesign at Media & Entertainment company;
 - Cost reduction program at broadcasting company;
 - Review of data management in publishing company;
 - Managing projects with regards to building a business case in a large publishing company.
 - Market consultation for a government department regarding XML services
 - Program management at a technology company
 - Analysis of digital entertainment value chain at a Content production company
 - Analysis of advertising sales process at a magazine publishing company
 - Feasibility study & business case for a multi-media college
 - Retail distribution strategy for a book publisher
 - Organisational design for Turkish publisher
 - Market analysis for business information publisher
 - Strategic workshop at Paper production company
 - Global study into the future of magazine publishing and newspaper publishing
 - Businessplan for Integration of newspaper distribution
- Marieke has done several international projects. Marieke has an international (OneMBA) master's degree in Business Administration from the Erasmus University of Rotterdam.

