

# **Kasper Klaarenbeek**

**development partner, public speaker and change agent at Kasper  
Klaarenbeek**

Veenendaal, Utrecht, NL

challenger of reality in corporate branding and HRM

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## **Biography**

I am 49 years old and have been working in Retail since I was 18 years old. Until 2001 I had a career in big Dutch Fashion and drugstore companies. Since 2002 I operate as independent change agent, trainer and coach of all kinds of ambitious service and retail companies that want to become and stay top performers.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC

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## **Industry Expertise**

Human Resources, Corporate Leadership

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## **Areas of Expertise**

Corporate Branding, HRM, Retail Branding, Merk-Waardig Gedrag

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## **Affiliations**

[www.kasperklaarenbeek.nl](http://www.kasperklaarenbeek.nl)

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## **Sample Talks**

### **Is your company & brand ?curious? enough?**

With this question I challenge my audiences in my newest lectures and workshops to really make a difference! No company can afford differences between identity and image any more. Be outstanding in experience, service and people?, not on paper, but in real life! Companies without ?live? innovation power and V.A.T. (Value Added Transactions) won?t be able to retain their clients anymore and also lose their human potential in the ?war on talent?. Does your company need a "wake-up call??

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## **Accomplishments**

**Sales-, store management and HR professional WE International**

**HR director and COO Kruidvat**

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