

# Petra J. Hofs

## CURRICULUM VITAE

### ○ PROFESSIONAL EXPERTISE

#### April 2018 – now

Project Manager **SamenOm Program for Sustainable Mobility**, an initiative by Alliander N.V.. Looking for new ways to stimulate behavioral change through gamification. Collaboration with Province of Gelderland and businesses.

#### January 2018 – now

Establishment and design of **bmoovd, for personal development through physical and mental movement**. Hosting and facilitation of training in the area of personal development through yoga, movement, cycling and NLP. And NLP basics training at Free University in Zwolle.

#### Summer 2019

Organiser of side event for the 1st **Gelders Bicycle Film Festival** at Focus Arnhem, as part of the **Heel Gelderland Fietst** program. The bike much more than a mode of transport alone.

#### March 2017 – April 2018

Project Manager Masterclass Natural Gas Transition **Alliander Duurzame Gebiedsontwikkeling (Alliander DGO)**. Development of a Masterclass Natural Gas Transition for municipalities in the Netherlands. Design of program and execution of participative working session aiming to increase ownership with policy makers. From ambition to reality!

#### December 2012 – October 2017

Sr. Advisor Corporate Communication and Project Manager at **Stichting Trees for All**, the organisation for CO2-reduction and compensation programs. Representing Trees for All in sustainability and tourism networks (**MVO NL / Green Deal**) in line with climate policy. Management and advisory role in campaigns and communication trajectories (90line and offline), with a broad range of partners. Development of corporate campaigns regarding sustainability and CO2 compensation for business partners.

“WHERE FOCUS  
GOES,  
ENERGY FLOWS”



Get the full picture on:  
[www.petrahofs.com](http://www.petrahofs.com)

As an independent project manager and sustainability professional I have a passion for communication, international & personal development.

Always looking for connection, ownership & intrinsic motivation.

## experience

Project Development	○○○○
Sustainability	○○○○
Communication	○○○○
Alliander	○○○
Gelderland	○○○
Dutch	○○○○○
English	○○○○○
French	○○○

Ministry of Foreign Affairs

Press & Media

Personal Development &  
Coaching

### January 2012 - February 2013

Marketing and relation management for the **Climate Alliance**, support to the organisation of the Hot Sweater Day. The campaign to build awareness regarding energy use. **Vegetariërsbond** definition of the right tone-of-voice for the focus group. Co-Initiator **Energyfactory de Paasberg**; a local working group to encourage the use of sustainable energy.

### March 2008 - July 2008

Project consultant at **The World Bank** Khartoum, Sudan. Advisor to the Three Areas at the World Bank Technical Secretariat, mediation between the Washington office and stakeholders at the Ministry of Finance and the teams involved in reconstruction programs. Providing the necessary support to improve project development.

### November 2006 - November 2007

Policy Advisor to the Humanitarian Aid Division of the **Ministry of Foreign Affairs** in The Hague. Covering Iraq, Syria, Jordan and the Palestinian Territories. Including a review of the Humanitarian Program in the OPT's between 2003-2007.

### June - September 2006

Policy Advisor to the **Royal Dutch Embassy in Khartoum**, Sudan. Monitoring the humanitarian portfolio and support to the presidency of the CCG. Field visits to Darfur and the Three Areas in preparation of the CAP 2007.

## o EDUCATION

### 2012 - 2019

**NLP International Trainers Certification, (Master) Practitioner** for effective personal and professional communication at the NTI-NLP in Limmen, the Netherlands. **Thesis Presentations:** Core Values – driving your behavior and Rapport –the ability to relate to others in a way that creates trust and understanding

### 2003 - 2009

**MSc International Development Studies** with a specialisation in Law & Governance, Wageningen University & Research Centre. **Thesis Research:** Policy versus Practice, study of the humanitarian policy practice.

### 1998 - 2002

**BSc Land, Water and Environmental Management** with a specialisation in International Land and Water Management, Van Hall Larenstein, University of Life Sciences. **Thesis Research:** Research into drinking water quality in Southern India, including the development of educational material for illiterate women.

### 1997 – 1998

**Politics**, University of Amsterdam

MBCI  
ISFP

GRETCHEN RUBIN'S  
TENDENCIES  
REBEL

## LANGUAGES

Dutch | Mother Tongue  
English | Fluent  
French | Fluent  
German | Basic  
Spanish | Basic  
Arabic | Introductory

## EDUCATION

International Trainer  
Certification NLP for personal  
and professional  
development

MSc International  
Development Studies

BSc Land, Water and  
Environmental Management

International Baccalaureate  
India

Vinyasa 200hr & Bikram Yoga  
500hr Certified Teacher Los  
Angeles

## SPORTS

Former cyclist (on & off-  
road), participation in World  
Cups, European  
Championship & member of  
the National Cyclocross  
Team