

CURRICULUM VITAE

PERSONAL INFORMATION

Name: G.H. (Geerke) Versteeg
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LinkedIn: <https://www.linkedin.com/in/geerkeversteeg/>
Date of birth: March 24th, 1986
Place of birth: Ridderkerk, The Netherlands
Nationality: Dutch
Sex: Female



OBJECTIVE

Geerke is leading in transition towards a sustainable and circular economy in the Netherlands for the last 10 years. Politically complex organisations are her specialisation. With her energy and drive, she brings structure to complex projects. She excels at getting complex playing fields moving with her highly developed organisational sensitivity. After 8 years working in various roles within the business operations domain (project manager, consultant), she started a successful business in accelerating organisations towards a sustainable and circular business operations.

As CEO of PHI Factory, she sets the strategy and is responsible for running the business. Furthermore, she gives lectures, leads discussions and gives workshops on substantive themes such as sustainable procurement, circular building and facility management, taking listeners through how to make environmental impact measurable, how to work together in the chain to realise system change and how to stimulate sustainable behaviour. Geerke also actively participates in programmes that accelerate sustainability within organisations.

Geerke is able to deliver best practices, provide strong feedback and recommendations to any client, to help them to improve themselves on any of the three narratives of the Tripe Bottem Line (people, planet and profit/prosperity) within business operations.

COMPETENCES

- Exploring opportunities, inspire organizations and connecting business towards a circular economy.
- Leading in the development of knowledge on green public procurement.
- Expert in circular procurement and supply chain management, securing sustainable progress.
- Expert in complex public private partnerships to achieve the ambitious goals of the climate agreement.
- Creating movement and building enthusiasm for sustainable development goals within the organization.

PROFESSIONAL EXPERIENCE

2016 – present Co-founder and CEO [PHI Factory B.V.](#) PHI Factory is a passionate and driven consultancy firm, that supports organizations in translating sustainable and circular ambitions into practical projects and solutions. We focus on 1) achieving circular objectives within the procurement sector, non-residential construction and business operations of organizations and forming circular coalitions 2) making the impact and effect measurable and 3) inspiring and activating all employees in the organization.

2020 – present Co-founder [The 2B Collective](#) (2020-2022 in the role of managing partner, from 2022 a more back ground role). Climate change and sustainable development demands action from all of us. The 2B Collective has a proven method for behavioral change. An interactive platform to engage, inspire and activate large groups of people to think and act more sustainable. Gamification as an accelerator; competitive and fun, achieving results together. Our platform is a white-label software as a service solution for consultancy and training companies all over the world, to engage their clients on sustainability topics. Together with our licensed partners we

aim to activate 2 billion people by 2030. To create a social tipping point and set a new norm for a sustainable society and economy. Let's change the world playing.

- 2016 – 2020 Co-founder [PHI Notes B.V.](#) (2016-2020 in the role of managing partner, sold in 2020)
We invented the smart and circular notebook to show the world that a fully circular value chain can be realized. A notebook of whiteboard paper, supplemented with an app for scanning, editing and uploading your notes. PHI Notes is a fully circular product. The notebooks are made of recycled materials, ecologically responsible, no toxic substances are released during the production and all materials can be fully returned to our cycle after use.
- 2008 – 2016 Working on making business operations better, smarter and more sustainable in a wide range of companies in the Netherlands.
[Linked In profile](#)

ANCILLARY ACTIVITIES

- 2022 – present Board member [Green Business Club Netherlands](#)
2022 – present Volunteer chef for the eatery for the elderly
2021 – present [Smart Workplace](#). Expert role in the field of Sustainable Workplace Management
2021 – present Cirkelstad. Adding the end-user perspective to construction
2017 – 2018 Project manager visitor centre Waalbos, construction of energy-neutral and circular building for three foundations.
2015 – 2018 Member of the Expert Group Circular and Inclusive Economy. [Branch Association FMN](#)
2018 Award winner [ABN AMRO Innovation challenge](#) for The 2B Collective (formerly PHI accelerator)

ADDITIONAL INFORMATION

- General affairs • Language: fluent in Dutch and sufficient in English (in word and writing).
- Education and training • 2022 – Women Leadership Program
• 2015 – PRINCE2 Practitioner Qstaff Academy (2015)
• 2013 – VOL-VCA • 2014 – Leadership programme, GITP
• 2009 – Master of Real Estate (MSc) University of Greenwich, Deventer
• 2008 – Facility Management (BBA) Rotterdam University of Applied Sciences
• 2007 – PRINCE2 Foundation
• 2006 – SVH social hygiene certificate Catering Industry Institute
- Characteristics Energetic, good sensitivity for dynamics in organisations and teams, Result-driven and structured way of working, analytic and team player.