



# Eric van de Graaff

## TRAINING AND DEVELOPMENT MANAGER

### ABOUT ME

I believe education, technology and AI will help us solve our challenges. My mission is to enable employees to grow, to help the organisation thrive and do good. Healthcare is my passion.

Currently I support 300 L&D professionals in applying AI and advancing their careers and 80 job seekers in landing their dream job. My interests beyond work are: Himalayas, wintersport, technology, fitness and Asian cooking with friends.

### CONTACT

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### EXPERIENCE



#### Training manager for Europe, Canada and Australia

2022–2023

ASTELLAS, Leiden

Astellas is a pharmaceutical company, active in the field of oncology, immunology and rare diseases.

My role was to ensure the medical, clinical, and product capabilities for the field staff. Results:

- Ensured field staff capabilities for the 12 brands across the 20+ countries
- Elevated cross culture and continuous learning with a new network of 200 educators
- Ensured a unified approach to learning and development and saved €100,000



#### Learning Consultant, Europe

2021–2022

VALAMIS, Amsterdam

Valamis is a learning platform provider for corporations. My role was to support the sales department and to design, demo and implement the learning platform solution with the customer

- Designed and demoed 15 customised learning architecture solutions for prospects
- Implemented 1 learning solution for the customer



#### Call Agent / Technical Service Support

2020–2021

TELEPERFORMANCE, Maastricht

Teleperformance is a leader in the field of contact centers, providing customer satisfaction, one contact at a time. My role was to provide support for the Dutch Health Authority and for Apple Inc.

- Fulfilled 1000+ customer support requests for Apple
- Scheduled PCR-tests for clients in response to the Covid-19 pandemic



### M.B.A. Degree Program candidate

2019–2020

HAROUN EDUCATION VENTURES, San Francisco

The M.B.A. Degree Program covers finance and accounting, entrepreneurship, sales, marketing and communications, economics, management and strategy, personal growth and technology

- Authored and published "Life Restored" and "Awesome Ego Trip & the Art of Personal Power"



### Commercial training manager and sales force effectiveness, Europe

2017–2018

SANOFI GENZYME, Amsterdam

Sanofi-Genzyme is a pharmaceutical-biotech company, active in the field of oncology, immunology and rare diseases. My role was to ensure the commercial capabilities and effectiveness.

- Assessed the needs of the top 20 stakeholders to co-design the customer Interaction framework
- Designed and facilitated 24 competitive workshop days and 10 European onboarding days



### Commercial training manager - Owner

2005–2017

PEOPLE DEVELOPMENT BUSINESS, Arnhem

People Development Business is active in the pharmaceutical industry and in business to business. My role was to lead, design and implement learning programs and trainings.

- Elevated competence development in communication and personal power
- Delivered workshops with satisfaction rate over 80%. One with a calculated ROI of 200%



### Manager Training and Development

1993–2005

BRISTOL-MYERS SQUIBB, Woerden

Bristol-Myers Squibb is a pharmaceutical company, in cardiovascular, lipid-lowering, neuroscience, oncology and anti-virals. In progressing positions I ensured the commercial capabilities.

- Established full training cycles and 500+ double visits with yearly sales increases of over 10%
- Managed a sales territory with results of 30% above target
- Established a nationwide cardiovascular treatment protocol affecting 3000 patients yearly

## EDUCATION

**Master Degree in Work & Organizational and Educational Psychology;** TILBURG UNIVERSITY

**M.B.A. Degree Program;** HAROUN EDUCATION VENTURES

**The Complete Artificial Intelligence and Chat GPT Course;** LUKA ANICIN

**E-Learning Instructional Design Certificate;** ASSOCIATION FOR TALENT DEVELOPMENT

## WEBSITES

[Eric van de Graaff | LinkedIn](#)

[L&D with AI community | LinkedIn](#)

[Eric van de Graaff | Website](#)

[Imersive Learning | Spatial](#)

[Life Restored | YouTube](#)

[Ego Trip & The art of Personal Power | Amazon](#)

## LANGUAGES

Dutch & English: Proficient - C1

German & French: Independant - B1



**Astellas Pharma US, Inc.**

1 Astellas Way Northbrook, IL 60062

May 10<sup>th</sup>, 2023

Dear Sir/Madam,

I am writing to you today on behalf of Eric van de Graaff who is applying for a position with your company. I have worked with Eric at Astellas Pharma for over thirteen months, most recently as his direct supervisor and I highly recommend you consider him for your open position. Eric has an intense focus on learning and development as it relates to employee development and sees assignments to completion in a thorough manner.

Eric regularly demonstrates his innovative approach with one recent example being when he created the new Education Community of Practice here at Astellas. This was a large-scale learning and development project for the entire L&D team here at Astellas globally. This new community has more than 200 members already and Eric needed to coordinate between senior leaders within our organization to ensure support and commitment to pulling through the brand-new Community of Practice. This project required an intense focus on communication, writing skills and strategic coordination of several of our executive leadership team members. Eric handled himself with calm assurance and polished professionalism while executing his learning objectives and launch plan flawlessly.

Thank you for considering Eric van de Graaff and for taking the time to read through my letter of support.

Sincerely,

**NN.** (direct manager)

EXECUTIVE DIRECTOR, CAPABILITIES, LEARNING & DEVELOPMENT

ASTELLAS PHARMA US, INC.