

## **Michel Schuurman (1973)**

In the nineties, Michel served eight years with the Royal Netherlands Marine Corps. During this time, he served in challenging places, such as Cambodia and Kosovo, where he provided support in difficult circumstances to maintaining peace and security.

He then held various sales and marketing positions at MCI WorldCom for five years. This included responsibility in the Benelux for the development and launch of joint propositions with business partners.

He started his own company in 2005. In 'Incipit Expedition Management' he combined his experiences in the business community with his fascination for the outdoor life. The company has supported and professionalised adventurous initiatives in the area of project management, acquisition of sponsorship and marketing, logistics, media and PR. Well-known examples include the Zeeman Ocean Challenge of ocean rower Ralph Tuijn and the Norit K2 expedition of mountain climber Wilco van Rooijen. He also supported Marc Cornelissen with the organisation of the Ben & Jerry's Climate Change College, where he made an essential contribution for three years.

This introduction to projects focusing on sustainability inspired him to dedicate his attention to these. As a result, he can use the entrepreneurial and project management skills he has acquired under the flag of icentials for programmes which contribute both to better operating results and a better world. Michel's creative and solution-oriented working method, accuracy and perseverance ensure that complex assignments are completed with a desired result.

Michel lives with his partner Christel, daughter Reva and son Abel in Houten.

