

## CV

Drs. Jan-Bart Heijne

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## Resume Summary

Experienced lecturer and professional with a Master's degree in Work & Organizational Psychology from the University of Amsterdam. Extensive background in entrepreneurship, marketing, reintegration, and HRM. Combines academic teaching in applied sciences and international MBA programs with real-world expertise gained through years of interim management and senior consultancy roles. Passionate about circularity, behavioural economics, and team dynamics.

## Academic Background

- **MSc Work & Organizational Psychology**, University of Amsterdam, 1987–1993
- **HAVO & VWO diplomas**, Laar & Berg, Laren, 1980–1987

## Academic Teaching Experience

- **University of Applied Sciences Leiden**, Lecturer in Marketing (2015–present)  
Courses: Sales, Marketing, Project-based learning, Portfolio and Coaching
- **UCAM, Murcia**– MBA Programme (via Erasmus+), Lecturer (2023–2025)  
Taught in short-term teaching periods on:  
Consumer Behaviour  
Entrepreneurship & Circular Economy  
Introduction to Marketing, Product Life Cycle & Hero's Journey

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- **Catholic University of Valencia (UCV)**, Lecturer (2025)  
Team Roles (Belbin)  
Entrepreneurship & Circular Economy
  - **Inholland University of Applied Sciences**, Haarlem (2004 and 2011)  
Lecturer & Study Coach, Social Work  
Lecturer Organizational Change, programme for Holland Casino

## Didactic Qualifications

- BDB, University Teaching Qualification Vrije Universiteit Amsterdam, (2019)  
(UTQ, Dutch certification for didactic competence in higher education)
- SDB, Senior University Teaching Qualification (2022)  
(SUTQ, advanced certification for curriculum leadership and innovation in higher education)

## Applied Research Areas

- Master's thesis (University of Amsterdam): Conducted applied research at Ahold Delhaize (formerly Albert Heijn) on organizational structure and function design. Focus: cashier function analysis and internal job architecture.
- Study project (Berlin): Authored a comparative paper on *Arbeit und Freizeit*. Focused on the sociological perception of work and leisure in different systems. (Unpublished)

## PhD Thesis Supervision

none

## Coordination of Courses and Scientific Committees

- Active contributor to curriculum development at the University of Applied Sciences Leiden, with a focus on professional and personal skill development across the full

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program. Ensures alignment with future labour market needs and prepares students for their professional career

## Talks and Conferences Delivered

- Internal and external presentations at DZB Leiden on labour market communication, inclusive hiring and collaboration with employer service points

## Professional Experience

### Entrepreneurship & Interim Management

- Uptream Resourcing BV (owner), Amsterdam, (2008-2014)  
Interim Team Manager at the Tax Authority and CIZ (Healthcare)  
Head of Public Services (permits, civil affairs, info), Amsterdam East  
Founder & Manager, Uptream Resourcing BV – HRM recruitment  
Career Coach (Delta Lloyd), Advisor (several municipalities), Workshop Facilitator

### Sales Management

- Senior Account Manager, DZB Leiden (2008-2015)  
Building partnerships with business partners, managing re-integration strategies  
Responsible for communication and regional cooperation
- Branch Manager, Start People (1995–2001): Leiden  
Responsible for sales target, team leadership

## Other Noteworthy Mentions

- LEAN Green Belt (2016)  
Belbin Team Roles Certification (2017)  
Member, Education & Labour Market project group, BV Leiden (2013–present)

Long-standing youth football coach and trainer (RCH & KHFC), KNVB certified  
Enthusiastic about football, running, tennis, and cooking.