



Maaïke Doyer supports organizations with strategy, innovation, new business model design and validation. Maaïke is an expert in business design, design thinking and strategic visioning. Maaïke has extensive experience in strategy development, organizational (re)design, integration & transformation projects, mainly for multinational organizations.

After being part of starting Business Models Inc (BMI) in the Netherlands, she moved to the US to start the San Francisco office for BMI in 2015. Maaïke is currently expanding the BMI office to NYC. Next to her responsibilities for the US offices, she is the Global CFO for BMI and leads the global strategy for the company.

Maaïke is a regular speaker on management and innovation events, delivering keynote speeches and workshops about 'Business Model Innovation', 'Designing your Future Business', 'Innovate like a Startup' and 'Think as a Designer: New Tools, New Skills, New Mindset'. She is a professor at universities and MBA's and is mentor for several start-up accelerators.

Specialties: Maaïke is a very driven and enthusiastic person. She loves a good challenge and is able to translate technical issues into a pragmatic approach.

Maaïke is hands-on, pro-active and likes to commit team-members to actions and reach results.

Testimonials

□ The two points that I would highlight and that distinguish Maaïke from other consultants I have worked with before: first, the fast-paced energetic process to get to quick and market validated solutions; second, a very thoughtful, visual, unusual yet powerful approach to communicating the solutions to executive level and to the whole organization. Several executives appreciated this as a fresh and effective detour from typical corporate practices. □

- Regional Vice President Eastern Europe CIS PAKAF, Western Union.

Maaïke Doyer

Speech Topics

- Management
- Innovation
- Future of Work
- Entrepreneur
- Business Speakers

