



**Nancy Rademaker**  
International Keynote Speaker

## Bio

Nancy Rademaker is one of the very few female international keynote speakers to cover the impact of digitization on customer and employee behaviour. She has over 20 years of experience in how technology was and is transforming society, working for different IT companies, amongst which five years for Microsoft in Europe.

She loves to share her passion for technology and combines that valuable inside information with her experience in training and education. She has always been enthusiastic about people and customer-centric strategies. She likes to focus on how technology influences people's behaviour and how it helps them to share knowledge and to create and innovate.



Nancy is a highly rated and motivating international business speaker, she has energized many roundtables, boardroom sessions and corporate events with bold presentations on the topics of digital transformation, extreme customer centricity, employee centricity, disruption, Artificial Intelligence, business model change and leadership.

In 2016 she joined **nexxworks** as a partner. She travels the world taking business leaders to innovation hubs like Silicon Valley and China, using that first-hand inspiration to keep the keynote content and examples on the cutting edge of the latest technologies, developments, and disruptive new business models.