

Network Associates



Willem Oud Ammerveld

Professional Biography



Willem Oud Ammerveld has worked as an Executive Coach and Lead Trainer since 1989. As founder of the Institute for Interpersonal Communication, he has been coaching and training executives of leading financial institutions, business consultancies, IT-companies and a variety of other market sectors. He has extensive experience working with governmental organisations within Europe, the USA, Asia (India) and Africa (South-Africa). Since 1996, he has been an Associate for the Center for Creative Leadership® in Europe, one of the world's leading centers in leadership development. There, he is involved in the development of a Global Leadership Development Program.

In his work, Willem integrates his background as a personality psychologist with his business and intercultural experience. He uses psychophysical techniques to facilitate people to develop their leadership and personal effectiveness, and to utilize the stress of their position.

As a licensed expert in interrogation techniques, Willem has been training senior police detectives for the Dutch Police Academy and other Police Education Institutes. He has worked as a coach and consultant at the University of Groningen, and has lectured at the Universities of Leicester and Birmingham, and the International Business Schools in Groningen and Leeuwarden on the subject of Interpersonal Business Communication.

In a senior management position at European Professional Education for Accenture (formerly Andersen Consulting) and Arthur Andersen, Willem managed business education programmes for large groups of Managers and Partners in the USA and in Europe. In this context he has cooperated as a specialist in Action Learning and Management Simulations with the Institute of the Learning Sciences of North-Western University in Chicago. Willem has developed a unique way of working in which practical development of leadership is based on the immediate reflection of actual work situations with video-feedback.

Willem holds a degree of drs (doctorandus) in Personality Psychology at the University of Groningen, which included a practical period at the University of Leicester. He is a certified Trainer BodyWork® and Teacher Acem® meditation.

Willem can work in English, German and Norwegian in addition to his native Dutch language.

He is a member of the ICF (International Coaching Federation), the NIP (Dutch Institute for Psychologists), of which he has been a Board Member, the NVO2 (Dutch Association of Trainers and Educators) and Chairman of Acem Nederland.