

# Binti Marjadi Kooistra

Portugal/ Netherlands

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## Languages

Dutch (Native), English (Fluent), French (Good),  
German (Average), Spanish (Learning), Portuguese  
(Learning)



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## Profile

Executive Coach · Leadership Facilitator · Systemic Transformation · Sustainable Futures

Executive coach, facilitator, and system-change leader with more than 30 years of experience supporting **leaders, teams, and organizations in times of deep transformation.**

My work integrates **inner development, leadership, governance, and strategy** to help people and institutions navigate complexity, climate disruption, and social change with clarity, courage, and purpose. I work at the intersection of **inner growth and outer impact**, supporting leaders to align who they are, how they lead, and the systems they shape.

Alongside my coaching and facilitation work, I have held senior executive roles in **banking, asset management, and fund governance**, and I am the Co-Founder & CEO of **TogetherForTheBetterGood**, a platform for regenerative finance and ocean-based system change.

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## Core Areas

Executive Coaching · Leadership Development · Facilitation · System Change · Governance & ESG · Sustainable & Blue Finance · Stakeholder Alignment · Strategy · Transformation · Blended Finance · Organizational Development

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# Professional Experience

## Co-Founder & CEO

**TogetherForTheBetterGood** | Mar 2021 – Present | Netherlands & Portugal

We bring finance, governance, and purpose together to serve life — creating and supporting initiatives that conserve, restore, and regenerate ocean and coastal ecosystems.

TogetherForTheBetterGood evolved from the **Blue Carbon Governance Framework** into a collaborative platform operating at the intersection of **climate, nature, finance, and innovation**. We design **investment structures, governance frameworks, and leadership processes** that enable regenerative projects to become investable, transparent, and resilient.

Guided by **TNFD, ORRAA, and the 4 Returns Framework**.

 [www.togetherforthebettergood.com](http://www.togetherforthebettergood.com)

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## IDG Ambassador; Asian Wisdom Network – Core Team; Global Coordinators Team

**Inner Development Goals** | Feb 2023 – Present | Remote

Inner Growth for Outer Change.

A non-profit initiative fostering **inner development for sustainable futures**, researching and communicating **science-based skills and qualities** that support purposeful, sustainable, and productive lives.

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## Leadership & Executive Coach

**Self-Employed** | Feb 2020 – Present | Global (Hybrid)

I support leaders, teams, and organizations in times of **climate change, global crisis, and systemic transition**, guiding them through **inner and outer transformation**.

Key engagements:

- See above positions
  - **SheConsult** (Sep 2020 – Feb 2022) – Female leadership coach; burn-out and online coaching
  - **Madam In Office** (Aug 2020 – Jan 2022) – Co-Founder & executive coach; coaching women in the political arena
  - **Menea** (May 2019 – Jan 2021) – Executive career and outplacement coach
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## Founder

**NO-BEARS** | Jan 2013 – Apr 2021

Implementation consultancy in **Private Banking and Asset Management**, focused on **Inclusive Transformation**<sup>®</sup> — integrating organizational change with personal and leadership development.

Typical work included reorganizations, fund management set-ups, regulatory-driven change, business development for IT firms in finance, and coaching start-ups (University of Amsterdam partnership).

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## Managing Director & Executive Board Member

**Fondsenbeheer Nederland BV** | Jun 2015 – Jan 2019

Responsible for the **Shared Service Center** (IT, Finance, Legal & Compliance, Risk, HR, Treasury, Program Management) and part of the Executive Board.

Led the **strategic carve-out and transformation** of the organization into an independent shared services platform for national public funds, including FinTech renewal, organizational relocation, and stakeholder negotiations.

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## Owner-Director

**CjuChu** | Sep 2010 – Jun 2015

Out of a lifelong passion for fashion I decided to follow this love and became founder of an exclusive fashion and shoe boutique, representing international designer brands.

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## Independent Global Project Manager

**ABN AMRO Private Banking International** | Apr 2011 – Dec 2012

Worldwide implementation of:

- Global Advisory Service Concepts
  - Sustainability in investment portfolios
  - Portfolio quality assurance frameworks
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## Vice President – Business Development

**T. Rowe Price** | Aug 2008 – Sep 2010

Set up distribution networks for investment funds across **Benelux and Eastern Europe**.

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## Head Fund Sales PCNL and Institutional Sales

## ABN AMRO Asset Management | 2005 – 2008

Led sales toward Private Banking and Institutional clients, covering **equity, bond, cash, derivatives, asset management, and capital markets**.

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## Earlier Career Summary (1992–2001)

Built a strong foundation in **fixed income investing, fund management, private banking, and investment governance** at **Robeco** and **ABN AMRO Bank Luxembourg**.

Roles included **Portfolio Manager Fixed Income, Investment Advisor & Fund Manager, Managing Director of the AABL- Investment Management company**, and **Vice President / Deputy Director of Private Banking Products**, covering trading, advisory, discretionary portfolio management, and organizational transformation including the **Euro implementation**.

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## Key Leadership Attributes



### Transformational Leadership:

I have **led large-scale reorganizations**, strategic transitions, and complex investment transformations. My approach is both **strategic and people-centred**, ensuring alignment between business goals and **human dynamics**.



### Sustainable Finance Pioneer:

I transitioned from **institutional asset management** to **sustainability-focused finance and governance**, shaping governance- and financial structures that align with **climate action, biodiversity, and social impact**.



### People-Oriented & Inclusive Leadership:

I believe in **leading with an open mind, heart, and hands**, fostering **collaborative, diverse, inclusive and psychologically safe environments**.

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## Education

- **Post-HBO Coachen met Ziel en Zakelijkheid**- Blankestijn & Partners (2019 – 2020), *NOBCO & EMCC*
- **MSc / Drs. Monetary Economics**, Erasmus University Rotterdam (1986 – 1992)

## Certifications

- **IDG Ambassador**- dec 2025- present, Inner Development Goals
- **U.School: Ecosystem Leadership Program Asia Pacific**, Presencing Institute-MIT Boston (2024 – present)

- **U.Lab: Leading from the Emerging Future**, Presencing Institute-MIT (2019 – 2020)
  - **Transformational Presence by Alan Seale**- The Center for Transformational Presence (2019 – 2020)
    - *Diverse fixed income certifications- London Business School Geneva*
    - *Diverse management and investment management courses*
    - *Diverse personal development courses*
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## **Signature Skills**

Executive Coaching & Facilitation · Leadership Development · Inner Development for System Change · Governance & ESG · Stakeholder Alignment · Sustainable & Blue Finance · Blended Finance & Fund Structuring · Transformation & Change Leadership · Cross-Sector Collaboration · Purpose-Driven Strategy