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Board of Innovation Launches New Hub in the Netherlands

Don Fontijn, former Managing Partner at The Main Ingredient, joins Board of Innovation Netherlands as CIO.

Global [business design](#) and [innovation strategy](#) firm [Board of Innovation](#) today announced that it has launched a hub in the Netherlands and appointed [Don Fontijn](#) as its CIO, effective March 1.

Don completes the Board of Innovation Netherlands founding team alongside [Shervin Fekri](#) (CEO of Board of Innovation Netherlands) and [Michiel Mol](#) (CCO of Board of Innovation Netherlands).

Board of Innovation will benefit from Don's experience in venture building and business design. Along with roles at ABN AMRO Bank, and KLABU Foundation, Don has served as Managing Partner at startup studio The Main Ingredient.

"I'm delighted that Don is joining our team in Amsterdam," says [Philippe De Ridder](#), CEO of Board of Innovation. "He's one of the leaders in our domain, and brings a wealth of expertise in corporate innovation and business design to the table."

"I'm done with innovation theatre," adds Don. "It's time to focus on generating real business impact, which is what I am planning to do at Board of Innovation Netherlands"

Board of Innovation has existing relationships with leading organizations in the Netherlands, including ING, NN, Philips, Akzo Nobel, Rijkswaterstaat, SHV, KLM, and DSM. By setting up a permanent hub in Amsterdam, the company will be able to better serve clients in the region while expanding its presence.

The newly established Dutch office will also play an important role in expanding [social](#) – Board of Innovation's social impact and innovation arm which aims to help NGOs and international organizations thrive while tackling fundamental societal changes.

About Board of Innovation:

[Board of Innovation](#) is a global business design and innovation strategy firm. For more than 10 years, its consultants have helped Fortune 500 organizations uncover new opportunities for growth by developing [innovation strategies](#), [innovation capabilities](#), and [new businesses](#) using their assets and core strengths.

The company operates from offices in New York, Amsterdam, Antwerp, and Singapore with clients in health/life sciences (Roche, Novartis), banking/finance (ING, NN), heavy industry (Lafarge Holcim), fast-moving consumer goods/retail (Danone, Estée Lauder), telco (Liberty Global, Telnor), mobility/aviation (KLM, Volkswagen), and more.

Board of Innovation's long-term mission is to inspire 100 million people to innovate for a better tomorrow. To achieve this goal, its team has built the most comprehensive open-source innovation knowledge base on the web. [Boardofinnovation.com](#) publishes tools, guides, in-depth breakdowns of methodologies, how-to articles, and webinars to give you everything you need to develop successful new businesses.