

ACCELERATING
50/50
CHALLENGES AND CHANCES

PROGRAMME | MAY 12, 2025



PROGRAMME

MONDAY MAY 12, 2025

Event location: De Nederlandsche Bank, Amsterdam

13:00 | Registration & Welcome

13:30 | Opening by **Chantal Korteweg** (moderator & WIFS president) and **Indra Frishert** (moderator & WIFS vice-president)

13:40 | Welcome by **Cindy van Oorschot**, Executive Board member at DNB

15:55 | Keynote by **Noëlle Cicilia** on “how technology offers both opportunities and pitfalls for diversity and inclusion”

14:25 | Break and networking

15:15 | SER data and insights with **Ivy Koopmans** and **Babette Pouwels**

15:30 | Panel discussion on Challenges & Chances in Accelerating 50/50 with **Liam Tjong-A-Tjoe**, **Choy-Lin van der Hooft-Cheong**, **Eszter Vitorino Fuleky** and **Nazha Rustom**

16:05 | Keynote by **Gülay Keser** and **Florine Wijmans**

16:35 | Closing by Chantal Korteweg and Indra Frishert, followed by networking drinks



Chantal Korteweg

Director Social Impact and
Inclusive Banking ABN AMRO
Vice-President WIFS

[LinkedIn](#)

Trained as a lawyer, Chantal feels strongly about social justice. Currently, she is the director of Social Impact & Inclusive Banking at ABN AMRO. She is a strategic executor and contributes to making our world a better, inclusive and more sustainable place. She is a proud mother of a son and daughter and has become an all-round professional.

She was privileged to work on many investments and transformational initiatives in emerging markets. During the past 10 years she passionately worked on female leadership and gender finance. She set up inclusive banking at ABN AMRO with a bankwide mandate to make the products and services for clients more inclusive and accessible for women and other groups facing barriers. In 2023 Chantal was the UN women's representative of the Netherlands and delivered a speech in the UN General Assembly on the importance of financial independence of women.

In May 2024 Chantal joined the board of WIFS as President.



Indra Frishert

Co-Owner and founder Dazure
Vice-President WIFS
Event moderator

[LinkedIn](#)

Indra is an energetic, positive, and passionate woman, born and raised in Breda. Together with her partner, she has five children: four boys and a girl. She has been working in the financial services industry for over 23 years, of which 16 as an entrepreneur of various businesses. The largest of these companies is Dazure, which she founded in 2008 with her business partner and friend, Odette Bakker.

Dazure is an insurtech and product developer specializing in insurance (life and disability). Everything at Dazure is measured against the 'family standard.' This means developing products that are good, make sense and are meaningful, the type of products you would want to offer to your own family. The family standard also sets the tone on how relationships, customers, and colleagues are treated.

In May 2024 Indra joined the board of WIFS as Vice-President.



Cindy van Oorschot

Executive Board Member
of Internal Operations and
Resolution at DNB

[LinkedIn](#)

Cindy van Oorschot has been Executive Board Member of Internal Operations and Resolution since 1 July 2024. Cindy is responsible for Finance & Risk, Data & IT, Operational Management, Sustainability, HR and Resolution. In her capacity as the Executive Director of the National Resolution Authority (NRA) she has a seat on the Single Resolution Board (SRB). She is also a member of the Steering Committee of the Network for Greening the Financial System (NGFS), Chair of the Sustainable Finance Platform and a member of the Steering Committee of Money Wise (Wijzer in Geldzaken).

Cindy holds several secondary positions. She is a member of the Advisory Board of Women in Financial Services (WIFS), a coach for the Talent naar de Top foundation, and a member of the FNO Impact through Growth programme committee. She is a board member of Tilburg University Fund and chairs its Audit Committee.



Noëlle Cicilia

Co-founder Brush AI

[LinkedIn](#)

Noelle is co-founder of Brush AI, a development firm that specializes in building responsible AI applications. With a focus on developing innovative solutions that are ethical, Noelle operates at the intersection of technology and ethics.

She is committed to making the principles of Responsible AI tangible and applicable within organizations. For her contributions in the profession, she received the Responsible AI Leader Award in 2024, and was named AI Person of the Year in 2025.

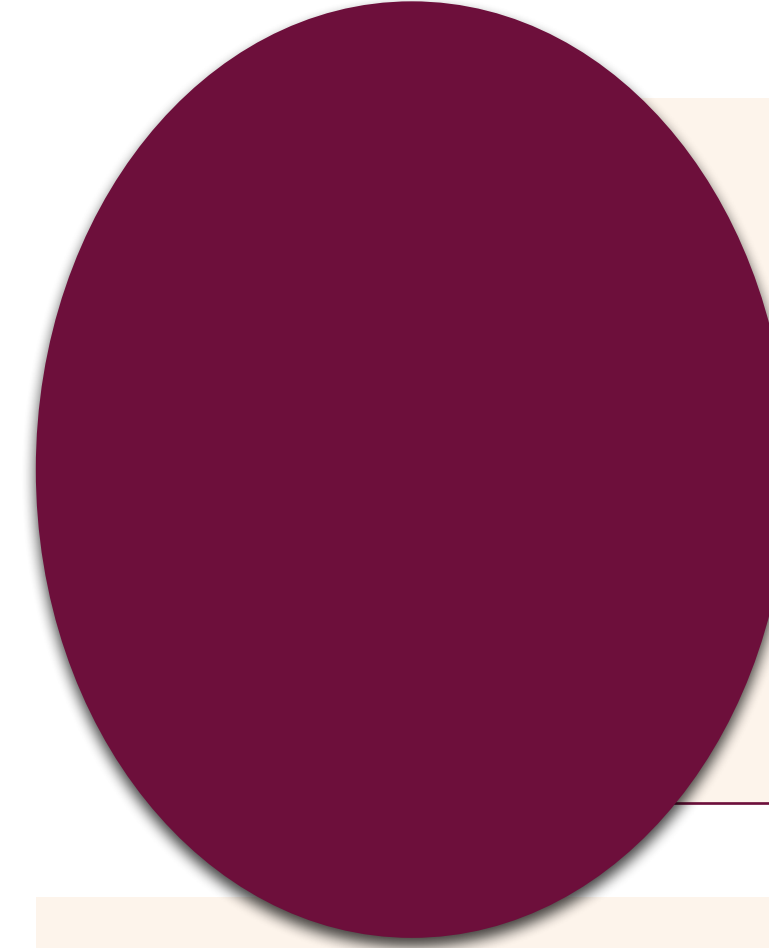


Ivy Koopmans

SER

[LinkedIn](#)

Ivy Koopmans is working at the SER as program leader Good Governance and Innovation. She has years of experience in strategic consulting and writing policy advice on labor market issues and gender equality.



Babette Pouwels

SER

[LinkedIn](#)

Babette Pouwels is the project leader of the SER Diversity Portal. She is an independent researcher and advisor specializing in labour market inequality and diversity in organizations, and the owner of Bureau Pouwels.



Liam Tjong-A-Tjoe

Head of Financial Services
Practice NL at Egon Zehnder
WIFS Advisory Board

[LinkedIn](#)

Liam Tjong-A-Tjoe began his career as an investment banker at Lazard, where he worked as an M&A advisor in Amsterdam and New York.

In 2021, he made the transition to executive search and currently leads the Financial Services Practice for the Dutch market at Egon Zehnder. From his role, he sees from up close how the topic of diversity is discussed across the industry, not just in terms of gender diversity, but across all forms of diversity.

Diversity goes beyond numbers and statistics; it's about inclusion, behavior and how organizations embrace these challenges and opportunities. The conversation is not only about what is going well, but also about the obstacles yet to overcome, especially at a time when this debate is constantly being revisited.



Choy-Lin van der Hooft-Cheong

Executive Board Member at ABN AMRO

[LinkedIn](#)

Choy van der Hooft - Cheong was appointed to the Executive Board of ABN AMRO Bank N.V. as Chief Commercial Officer Wealth Management for a four-year term effective November 24, 2021.

Choy has more than 25 years of experience in the financial industry. She began her career in 1996 as a management trainee at ABN AMRO Bank N.V. After that, Choy held various positions such as account manager, business manager, Manager Information Control and Services, Regional Manager Cash Management and Manager Regional Treasury Desks.

As of April 2017, Choy served as Chief Executive of ABN AMRO MeesPierson and in that role was jointly responsible for Private Banking strategy and its implementation within ABN AMRO Group. From July 25, 2017 to November 23, 2021, Choy was a member of the Supervisory Board of Bethmann Bank A.G., one of ABN AMRO Bank N.V.'s subsidiaries.



Eszter Vitorino Fuleky

Impact Lead Expert at Van Lanschot
Kempen

[LinkedIn](#)

Eszter currently works at Van Lanschot Kempen as Impact Lead Expert, ensuring the implementation of an aligned impact approach across all illiquid investments. Prior to working at Van Lanschot Kempen, Eszter worked for nine years at the Global Reporting Initiative, the global standard setter for corporate sustainability reporting as Head of Capital Markets Engagement. She was part of the EU Technical Expert Group on Sustainable Finance, focusing on corporate disclosure recommendations.

In her free time she volunteers for non-profit boards and blogs about 'the abundance mindset'. She is Hungarian, a mum of 2 and has been living in Amsterdam for the past 20 years.



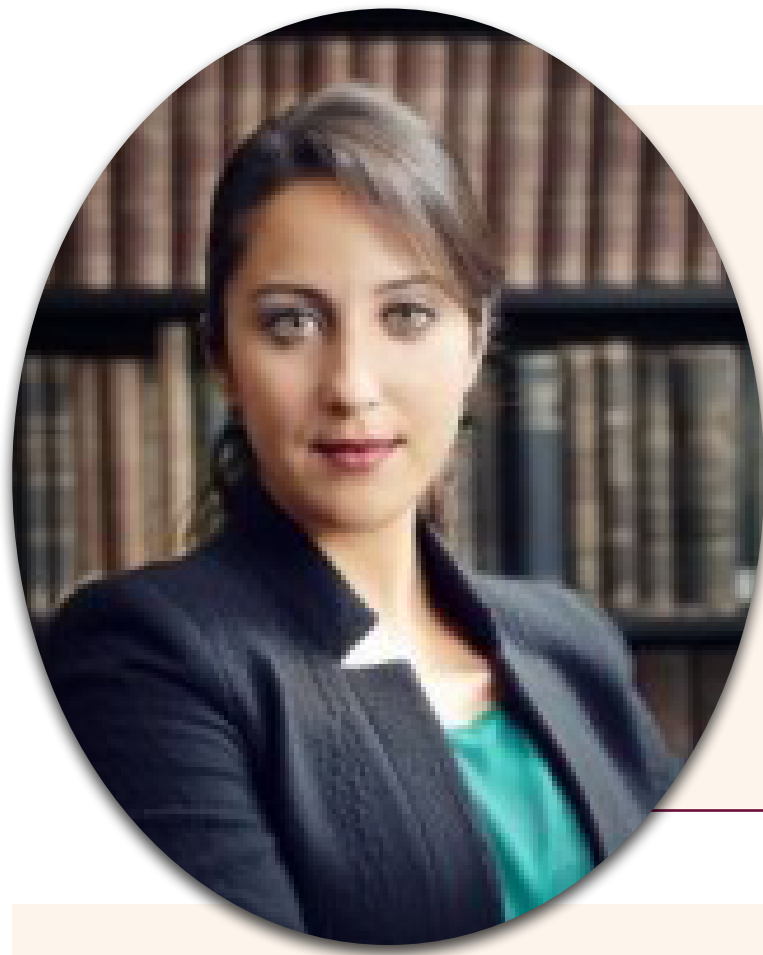
Nazha Rustom

Chief Diversity & Inclusion at DNB

[LinkedIn](#)

Nazha Rustom (1989) is Chief Diversity & Inclusion Officer at De Nederlandsche Bank (DNB) since November 2022. She is responsible for the strategy on Diversity and Inclusion, and its execution. She emphasizes that inclusive leadership is essential for leveraging the full potential of employees. She believes leaders must be aware of their influence and use it to create equal opportunity.

Rustom has been included in the 2024 Next Leadership 50, recognizing her influence and leadership on diversity and inclusion. She is praised for her ability to connect with people from different walks of life and her determination to make an inclusive world a reality.



Gülay Keser

Senior Supervisor Banking AML/CFT/
Integrity at DNB

[LinkedIn](#)

Gülay started at DNB as [senior] supervisor of large pension funds and their implementing organizations. In 2020, Gülay made the switch to the Financial Crime Supervision Department where she further specialized in the Wwft, more specifically the supervision of systemic banks.

Before DNB, she worked at the Ministry of Economic Affairs, Directorate-General for Business & Innovation where she was responsible for state aid aspects of subsidy schemes, ad hoc subsidies and legislation. She also represented the Netherlands in the European Enterprise Policy Group of the European Commission. Afterwards, she worked as a lawyer in the fields of procurement law, state aid law and competition law. Gülay is married and has three children.



Florine Wijmans

Senior Supervisor in the
Financial Crime at DNB

[LinkedIn](#)

Florine joined DNB in 2020 as a supervisor in the Financial Crime Supervision Department. There, she mainly dealt with the Wwft and Sanctions Act supervision of pension funds, insurers and institutions on the BES Islands. At the end of 2022, she made the transition to the supervision of large banks. Since mid-2024 she is also part of the project team “Countering discrimination by banks and payment institutions in compliance with the Wwft and Sw”.

Before DNB, Florine worked in the KYC department of Deutsche Bank in the Netherlands. There she held various roles, with the last role being Subject Matter Expert on KYC. Florine has a legal background with a master’s degree in Corporate Law.