



IRMA JANSEN

Personal information

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Date of birth: 12 September 1977

Personal profile

I help organizations gain control over data — not with one-size-fits-all solutions, but with an approach that fits their structure, culture, and goals. Every organization is different, so I take a critical look at what is possible and what is most needed — always with the understanding that change takes time, and not everything can (or should) be done at once.

I believe in building a strong foundation: effective data management requires thoughtful choices, clear processes, and engaged people. My advice is based on frameworks such as the DAMA DMBOk, professional literature, my Information Science background, and extensive experience in reference & master data, metadata management, data governance, data quality, data modeling, and document & content management.

It is important to me that, after my involvement, the organization can continue independently. That's why I focus on coaching and working closely with employees, ensuring that knowledge and capability stay within the organization.

Improving data management practices is rarely a quick fix. It often means changing processes and behaviours. Together with teams, I explore how to achieve this — step by step, with attention to both people and processes.

My experience across operational, tactical, and strategic levels enables me to engage effectively at every layer of the organization. I help develop workable solutions that support existing strategies while being honest about what might not yet be feasible.

I'm known for my critical and thoughtful approach — focusing not on quick results, but on continuous improvement that makes data management work in practice.

Work experience

Irma Master Data Management & Support **Freelance Master Data Management Consultant**

February 2018 – today

As a freelance MDM Consultant I have worked on the following projects:

- Consultant Production Master Data – MSD Boxmeer – April 2025 until September 2025
- Consultant Content Management – Zuyderland Sittard & Heerlen – April 2024 until September 2025
- Consultant Global Material Master Data – MSD Boxmeer – August 2022 until November 2023
- Data Governance Consultant – ASML Veldhoven – May 2021 until December 2021
- Interim SAP MDM Consultant – NPROXX Heerlen – November 2019 until April 2020
- Data Management Consultant – A.S. Watson Renswoude via Squadra – January 2020 until April 2020
- MDM Project Consultant – Office Depot Venlo – August 2018 until December 2019



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Professional Skills

- Master Data Management (MDM)
- Reference & Metadata Management
- Data Governance & Data Quality
- Data Modeling & Enterprise Modeling
- Content & Document Management
- Business Process Mapping, Process Design & Improvement, Documentation
- Workflow & Tool Implementation
- Reporting, KPI & Dashboard Development
- Training & Coaching
- Project Management
- Facilitating Change & Stakeholder Alignment
- Knowledge Management

Personal Strengths

- Analytical & Structured thinking
- Coaching & Capability building
- Translating Strategy into Practical Processes
- Clear & Professional Communication across all Organizational Levels
- Problem-Solving & Solution-Oriented Mindset
- Attention to Detail
- Independent & Reliable Working Style
- People-Oriented Approach

Courses and education

2018 – 2025

BASc Information Science, Open Universiteit

Courses:

Consulting and coaching of organizations	certificate
Business Analytics	certificate
Project Management Initiating and Planning	certificate
Enterprise Modeling	certificate
Organization Theory	certificate
Model Driven Development	certificate
Introduction to Computer Science	certificate
Introduction to Information Science	certificate
Object Oriented Programming (JAVA)	certificate
Object Oriented Analysis and Design (UML)	certificate
Basic Academic Skills	certificate
Quality and Process Management	ongoing
Project Management Execution and Control	ongoing
Implementation of organization-wide information systems	ongoing
(Discrete) Mathematics – Logic, sets and relations	ongoing
Relational Databases (SQL)	ongoing
Prince2 foundation	certificate
HAVO, Elzendaal College Boxmeer	no diploma

2009
1989 – 1992

Languages

Dutch:	native speaker
English:	professional (writing, speaking, reading)

Interests

Professional:	Process improvement, Data Governance, training and coaching, information science
Personal:	Animals, RVing, studying, reading, renovating, hiking, cycling.



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Detailed Experience

MSD Animal Health

April 2025 – September 2025

Consultant Production Master Data - Freelance

Enabled process optimization of production master data management by analysing the current way of working and proposing a future way of working that is aligned with SAP S/4HANA and Engineering Change Management capabilities.

- Assessed and documented global and local AS-IS processes for Production Master Data, including Bill of Material, Production Versions, Master Recipe, and Resources
- Designed high-level TO-BE process using SAP ECM functionality
- Identified and proposed quick wins to improve current workflows

Zuyderland

April 2024 – September 2025

Content Management Consultant - Freelance

Supported the organization in adopting a structured content approach, improving content reusability, content quality and collaboration across teams.

- Advised on the content management organization and framework
- Designed and implemented processes for content management to ensure high quality and reusable content
- Co-developed the content model with ICMT and business stakeholders
- Supported the organization in implementing workflows to improve the content management process
- Delivered training on Kontent.ai, content management processes, and workflows
- Led the content migration process
- Initiated content quality reports and processes

MSD Animal Health

August 2022 – November 2023

Consultant Global Material Master Data - Freelance

Supported the team in improving collaboration and process efficiency by translating strategic goals into practical improvements and introducing supporting tools and structures.

- Established metrics and reporting for key processes
- Gathered requirements and supported performance dashboard development
- Created a global process map and improved documentation
- Facilitated knowledge sharing via Jira Confluence
- Implemented Jira Service Management to streamline requests
- Led a process mining pilot using Celonis
- Structured and prioritized workload using Jira Software

ASML

April 2020 – December 2021

Information Governance Consultant Chief Data Office – Freelance

Contributed to improved data ownership and KPI alignment by co-developing a scalable information governance framework.

- Supported business units in identifying critical KPIs and required data
- Co-designed an information management capability framework focusing on processes, roles and responsibilities and training materials
- Aligned KPI and information definitions across departments and connected these to information sets
- Defined templates and workflows in Collibra and trained business users

Data Governance Consultant Corporate Real Estate - Freelance

Supported the implementation of the Data Governance Framework designed by the Chief Data Office, enabling the Corporate Real Estate department to apply data governance principles in practice.

- Created the CRE Business Object Model with CRE business experts
- Set up dashboards for Data Quality and Data Governance Maturity
- Captured metadata and data lineage in Collibra
- Coached the Data Subject Matter Expert and Data Quality Specialist in their new roles
- Supported the Program Manager with roadmap development and stakeholder presentations



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NPROXX

November 2019 – May 2020

Interim SAP MDM Consultant - Freelance

Facilitated the transition to SAP S/4 Hana by ensuring accurate supplier data migration and process documentation.

- Migrated Supplier Master Data from SAP R/3 to SAP S/4 Hana
- Tested and documented the Procure-to-Pay (P2P) processes and work instructions
- Delivered training on Fiori Apps
- Created business process maps

AS Watson

January 2020 – April 2020

Data Management Consultant Squadra - Freelance

Facilitated team development and collaboration following the implementation of Stibo STEP (Product Information Management software), enabling more effective use of the PIM system.

- Developed and executed an action plan to improve focus and cooperation with the Data Support team
- Coached team members in their daily work and use of STEP
- Facilitated communication and collaboration between the team and other departments
- Introduced Jira Confluence to enhance knowledge sharing and collaboration

Office Depot

August 2018 – December 2019

MDM Project Consultant - Freelance

Improved efficiency and collaboration within the MDM department by introducing Jira tooling and supporting the team through the change process during the transition to STEP (Stibo)

- Implemented Jira Service Desk and Jira Software; led change management, training and dashboard creation
- Introduced Jira Confluence to enhance knowledge sharing and collaboration
- Supported departmental reorganization and process automation
- Facilitated phase-out of RMS and go-live of STEP for Product Master Data
- Supported SDL Trados implementation through coaching and support with project planning, project management, change management and coaching of the Project Lead

Philips Lighting

February 2016 - January 2017

Data Manager Vendor Master Data

Supported the phase-out of SAP MDG and the implementation of a global Winshuttle workflow solution for vendor master data requests.

- Owned and managed the vendor data management process (13 FTE across 3 countries)
- Defined service levels, monitored data quality, and managed service costs
- Led process improvements and ensured staff training
- Ensured compliance with ICS and SOX requirements
- Acted as product owner for the Winshuttle Workflow implementation

Office Depot

October 2009 - June 2015

Developed from a supporting role in Procurement to a management role in the Master Data Management department contributing to the development of the department by improving processes, strengthening team collaboration, and building internal capability through training and coaching.

Process & Training Support Specialist

- Supported process improvements and implementation
- Maintained process and training documentation
- Managed three MDM teams (12 FTE across Netherlands and Romania)
- Supported implementation of workflow tools (RightNow, Maximo, Item Data Collection Tool)

Assistant Manager Procurement Support Group

- Managed and coordinated the Procurement Support Group (11FTE)

Quality Assurance Lead

- Defined the approach for the Data Quality project in Cluj (Romania)
- Ensured adherence to agreed processes, and supported and trained the team throughout the project

Procurement Assistant

- Provided operational and administrative support to the Strategic Procurement Manager Europe