



 **EXCLUSIVE DIGITAL LEADERS SESSION: CHANGE MANAGEMENT AS A COMPETITIVE DIFFERENTIATOR**

*An insightful session on how organizations can make transformation succeed by turning change into a repeatable, measurable capability driven by strategy, culture, and clear outcomes.*

**TARGET GROUP**

CIO's, Digital Leaders, Change Managers

**PROGRAM**

- 15:00 Welcome and introduction
- 15:10 Session and Q&A Joren Scharn
- 16:45 Closure & next steps

**LOCATION**

Rabobank, Croeselaan 18,  
3521 CB Utrecht  
(Room: Magenta)

We invite you to an insightful session with Joren Scharn, head of CITO's Strategy Consulting team at Rabobank.

Drawing on his global experience, Joren will explore why successful transformation is less about projects and more about building change as a repeatable organizational capability. He'll contrast different schools of thought, explain how a clear strategic narrative and the right cultural levers can accelerate adoption, and show how to make change measurable: from speed and resilience to tangible ROI.

Expect practical examples, proven best practices, common pitfalls and actionable do's and don'ts you can apply immediately. The session will conclude with an interactive Q&A where you can bring your own challenges.

We look forward to your participation.



Registration via [CLICK](#).



**17 MAR**  
**2026**

## **JOREN SCHARN**

*Lead CITO Strategy Consulting @Rabobank*

- Age 47
- Started at Rabobank in May 2019
- Lives in Utrecht with Carmen (RSA), Rachel (9) and Kirsten (8) (USA/RSA/NL)
- Passionate about music, travel and basketball
- Educational background in IT, CRM and International Business Management
- Dissertation: Understanding Employee Engagement – A mixed-methods study
- Prior experience:
  - Consultant at Swiss Life Financial Services (Amstelveen/Zurich)
  - Consultant at Accenture (Amsterdam)
  - Principal at Peppers & Rogers Group (Middle-East, Asia, Africa, US)
  - Enterprise Architect at USAA (San Antonio, TX)
- Currently managing 10 consultants, 2 flexjoiners, 1 trainee and 2 mentees
- 16 strategy consulting projects currently in our portfolio



Registration via [CLICK](#).