



# Karen Oldhoven

Event MC & Moderator  
Brand Advisory

Media kit 2026



# About

## High-Level Events & Personal Brands

Karen Oldhoven is a boundary-pushing **Event MC & Moderator, Brand enthusiast** and advocate for women, girls and the deaf community. Raised in a Dutch village, expect a distinctive combination of grounded perspective and international outlook. Her career spans political stages and strategic environments by presenting events and guiding leaders to articulate with clarity and distinction.

## Media Experience

Her international journey began at age twenty with Marriott in Los Angeles, followed by thirteen years in sales roles at companies including JCDecaux.

## Visibility & Identities

Since founding her brand advisory practice in 2020, she has worked **both on stage and behind the scenes** with executives, political leaders, and senior teams, **bringing clarity, connection and visibility**. Whether moderating high-level events for the European Commission and UN or facilitating private sessions and workshops for Deloitte, she guides leaders to articulate their value, strengthen presence, and lead with influence.

## GCC Region

With international expertise across Europe, US and Mexico, Karen is now based in Dubai, United Arab Emirates with a **focus on the GCC region**.

## It's about People

She's devoted to the art of presenting high-level events and Brand advisory for organizations and high-profile leaders where the **audience is her priority**.

## Activated Relationships

Networking lies at the heart of gatherings. Karen intertwines **MC & Brand expertise** to create spaces where networking thrives, encouraging participants to connect. By infusing interactive methods like Q&As, high-level panels and interviews, fostering genuine connections to realize innovation, growth and capital.

## Your Vision becomes Reality

Work with her and every element is intentional:

### 1. What are the goals of your event?

☞ So Karen ensures measurable and lasting impact

### 2. Who is your audience?

☞ She adapts language, tone and content to resonate

### 3. What impression should attendees leave with?

☞ She connects guests to your brand, topic & mission

## Simple Objective

Grounded in audience insight and client goals, she delivers enduring results you can see, feel and build on.



Ana Rojas

UNDP Global Gender and Energy Specialist



Damla Hacıbrahimoglu

Policy Analyst, OECD  
Regional Centre



Marianna Bicchieri

FAO



Seda Sevgi

Head of Policy Unit, OECD

Group 5: Women, Climate and

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Chief, Economic and Social Division, Türkiye





**RAW MATERIALS WEEK 2024**  
9 - 13 DECEMBER | BRUSSELS  
#RawMaterialsWeek

RAW MATERIALS WEEK 2024  
9 - 13 DECEMBER | BRUSSELS

Minerals and metals for Europe's industrial leadership  
RAW MATERIALS WEEK 2024  
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# Event MC & Moderator

## ✓ Experience with High-Level guests

Karen hosted events featuring EU- & UN Officials, Ministers, Commissioners, Director Generals, Business Leaders, Academia & Civil society, showcasing professionalism and grace on global stages.

## ✓ Optimistic interaction

Fostering genuine connections by encouraging interaction among attendees. Bringing interactive ideas such as Q&As, icebreakers, interviews to create an engaging atmosphere. Based on needs, wishes and fit with type of gathering.

## ✓ Personal approach

Thanks to a 18+ year Media- and Branding background, her preparation ensures flawless execution, based on your goals and audience. Guest introductions are original with clever wordplay.

## ✓ Deep dive study

Each event is a "deep dive" study, exploring the heart of the matter and as a moderator she asks the question behind the question. Exploring fundamentals to see through the audience's eyes.

## ✓ Driven by positive impact

Fostering progress is what she stands for and is always open to tips and suggestions to refine her craft and deliver value to clients and most importantly their audiences.

## ✓ Languages

Fluent in English and Dutch. Everything she does always comes with a dash of humor.

**Bookings:** [Karen@TheOldhoven.com](mailto:Karen@TheOldhoven.com)



EDIH  
European  
Digital Innovation  
Hubs Network

Opening: FireSide Chat

EDIH Network Summit 2024  
26-27 The Egg  
London



Karen Oldhoven  
Moderator



Roberto Viola  
Director General,  
DG CNECT, European  
Commission

EDIH European  
Digital Innovation  
Hubs Network



EDIH  
European  
Digital Innovation  
Hubs Network



# Reviews

## ***“I definitely recommend Karen”***

*“Karen moderated the European Commission’s high level conference on critical raw materials in November 2022. She prepared herself well, ensuring that she understood the client’s needs. On the day, she was calm, poised and empathetic as moderator. I would definitely recommend Karen for future events.”*

European Commission,  
P. Handley

## ***“Brilliant & engaging speaker”***

*“Karen is a brilliant and engaging speaker! She delivered her Personal Branding Masterclass for women entrepreneurs in our mentoring programme. The Masterclass engaged entrepreneurs from Nigeria, India, UK, Ireland, Jordan, United States and Turkey, to name a few. She offers practical insight into such an important concept.”*

Cherie Blair Foundation,  
Program Manager

## ***“Everything according to plan”***

*“It was a successful event with Karen being the moderator and everything went according to plan! Thanks for your tip from Karen.”*

Google Netherlands,  
Event Manager

## ***“Practical approach to leverage their best selves”***

*“Karen facilitated a personal branding workshop for students at Erasmus University Rotterdam. The session allowed attendees to introspect on their strengths and personality traits while benefiting from evidence-based insights on personal development. She masterfully guided them in this exploration with relatable stories! Karen’s practical approach helped participants understand how to leverage their authentic and best selves.”*

Erasmus University  
Ass. Professor Chaudhri



# Client Highlights



UNITED NATIONS

TEDx  
Amsterdam Women



OECD  
BETTER POLICIES FOR BETTER LIVES

SolarPower  
Europe

Google

Erasmus  
ERASMUS UNIVERSITEIT ROTTERDAM

Deloitte.

strategy&  
Part of the PwC network

unicef 

PORSCHE

TATA STEEL



Coinmerce

L'ORÉAL

workiva

AUTEL

BD  
Advancing the  
world of health

aws



Cherie Blair  
FOUNDATION  
FOR WOMEN

VERTIS

UNIVERSITY  
OF AMSTERDAM

IEEE

# MISSION SOLAR

SOLAR  
POWER  
SUMMIT





**Client:** Deloitte

# Brand Advisory

## Advocate for Visibility

Since February 2020, Karen has worked as a Brand Advisor, supporting executives, political leaders, and high-profile professionals who struggle to articulate their value and achieve visibility within their careers.

An advocate for women and the deaf community, she's dedicated to motivating leaders express their expertise, unlock opportunities and establish authentic presence.

## Merging Branding & Presence

Through burnout and thanks to mentorship, she rediscovered her passion for branding and presenting. Today, she integrates on-stage facilitation with private advisory work, guiding leaders and teams develop clarity, presence and influence across all platforms.

## Roots, Expertise, Vision are Strategy

When facilitating workshops and private sessions, this simple yet powerful questions are asked:  
"Who are you and what do you stand for?"  
"What do you want in your career or organization?"

## Services

- Executive Private Sessions
- Team Workshops + follow-up 1:1 sessions
- 6-Month program

## Trusted by

- ✓ United Nations (DP and BIOFIN)
- ✓ European Commission
- ✓ TEDxAmsterdam Women
- ✓ Deloitte
- ✓ L'Oréal and others

## Outcomes

- ✓ Awaken you to your roots, skills and value
- ✓ Craft Brand Statement and articulate it
- ✓ Practical tools & strategic action plan
- ✓ Strengthen presence, clarity and influence

**Bookings:** [Karen@TheOldhoven.com](mailto:Karen@TheOldhoven.com)



Workiva  
**AMPLIFY**  
EMEA

# Bookings

## Details

Connect [LinkedIn](#)

Watch [YouTube](#)

Ring [+316 2847 3699](tel:+31628473699)

Book [Karen@TheOldhoven.com](mailto:Karen@TheOldhoven.com)

## Rehearsals

Rehearsals ensure smooth coordination and timing between the agenda, speakers and technical teams. Preparation elevates professionalism and allowing moments to unfold with precision.

## Bookings Include

Briefing form, 3 pre-meetings, 1 post-meeting, preparation, research and writing script, cue cards, rehearsal the day before and of course a memorable experience.

## Bookings Exclude

Travel expenses and Brand advisory from Dubai, U.A.E.





Thank you for acting

*"Advocating for the deaf community  
calls for action.*

*Please include 430 million deaf people worldwide (source: WHO):  
use subtitles in branding and communication, hire them,  
learn about their experiences.  
Simply act.*

*Thank you for that. "*

~ Karen Oldhoven



OECD  
POLICIES FOR BETTER  
LIVES  
Sustainable Development Challenge  
Sustainable and inclusive growth  
and resilient capacity actions  
A030204 | 17 Oct 2024

### Group 1: Energy Sector



Ana Rojas

UNDP Global Gender and Energy Specialist



Damla Hacıibrahimoglu

Policy Analyst, OECD Istanbul Centre

### Group 2: Agriculture Sector



Marianna Bicchieri

FAO



Seda Sevgi

Head of Policy Unit, OECD

### Group 3: Health Sector



Marina Smelyanskaya

UNDP Regional Health Team Leader

### Group 4: Education



Terry Durnnian

Chief, Education, UN Women Türkiye

### Group 5: Women, Climate and Peace



Nargiz Azizova

Women Peace and Security Regional Policy Advisor, UN Women Regional Office



Janna Araeva

Bishkek Women's Initiatives, UN Women Regional Office





Your vision,  
my expertise

Looking forward  
to collaborate.

Warm regards,  
Karen Oldhoven