Annette has a background in banking and is a seasoned expert in any type of customer financing solutions. After working with a bank, Annette held various financing positions at Philips and is a founding member of Philips Capital. Here she currently heads the Western Europe & Africa financing activities.

In 2014 the Philips Foundation was established where Annette became the first volunteer. When the Foundation decided to engage with social entrepreneurs, it gave Annette the opportunity to combine her wish and passion to drive social impact with her financial and business background. Annette became the strategic lead for the AHA! Program (Accelerated Healthcare Access) in partnership with Ashoka. The objective is to support social entrepreneurs active in the (primary) healthcare space to address key challenges in the delivery of quality care in underserved communities to scale social impact. Looking for opportunities to transfer insights and learning between the commercial and social Philips activities is highly inspiring and valuable for both sides. Moreover, considering her financing background, Annette is leading the Foundation’s thought process to “invest” rather than donate.