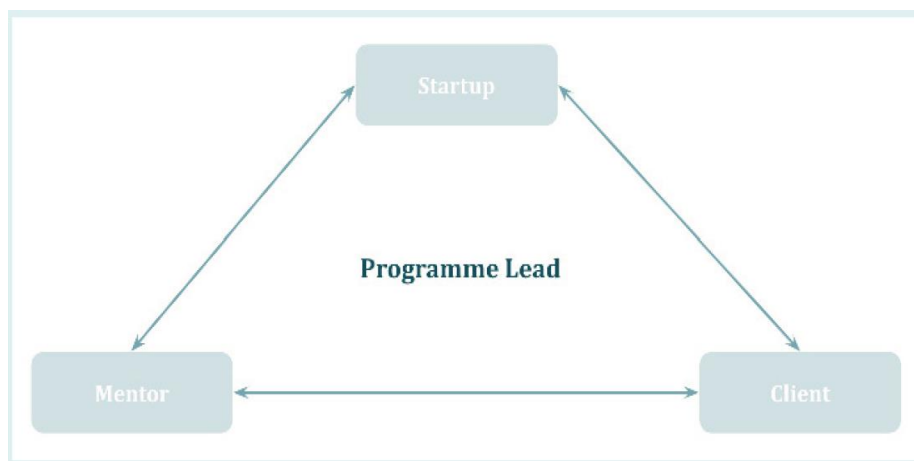


The role of the SIR programme lead

Your programme lead is the person overseeing the whole programme and making sure everything everyone knows what needs to happen and when. Besides the practical aspects of preparing and running a SIR programme, the programme lead is responsible for the collaboration between and communication with all involved parties. Basically the Programme Lead is the glue that holds it all together.

The programme's success largely depends on the Programme Lead's ability to:

- Proactively promote SIR and build the SIR network
- Creatively solve problems
- Ensure clear communication between parties (especially about expectations)
- Maintain an overview, and be the spill between the start-ups, clients and mentors.



The SIR triangle: With at its core the Programme Lead, keeping it all together.



In her role Ilona is responsible for the execution of the SIR programme where she works with the start-up community connecting ambitious startups with the right networks. She is also the point of contact for the roll out of SIR in 25 other cities in The Netherlands.

